

## Media - Announcements and Zero Value Spot Placement Report

Parameter Name	Parameter Value
Spot Options	Both Announcements and Zero Dollar Spots
Station(s)	Charlotte (WCNC) (WCNC)
Category (Announcements)	<All Categories>
Category (Spots)	<All Categories>
Category (Announcements & Spots)	PSA
Start Date	07/01/12
End Date	09/30/12
Media Filter	PSA - HABITAT FOR HUMANITY, ISCI: "Why We Build" HFHI12US30 :30, Len: :30 PSA - CDC/Office of Smoking & Health, ISCI: "Heart Stopper" :30, Len: :30 PSA - American Lung Association, ISCI: "Faces of Influenza" :15, Len: :15 PSA - American Lung Association, ISCI: "Faces of Influenza" :30, Len: :30 PSA - American Heartworm Society, ISCI: "Heartworm Prevention" w/LaDainian T. :60, Len: 1:00 PSA - Alex's Lemonade Stand/Fighting Childhood Cancer, ISCI: "Heroes" w/actress Bailey Madison :30, Len: :30 PSA - Al-Anon Family Groups , ISCI: "Mary" :30, Len: :30 PSA - AD Council/Treatment Options Awareness, ISCI: "Dress" CNT0007000 :30, Len: :30 PSA - AD Council/Project Roadblock, ISCI: "Ambulance" CNDD0039000 :30, Len: :30 PSA - AD Council/Project Roadblock, ISCI: "Save A Life" CNDD0047000 :30, Len: :30 PSA - AD Council/Project Roadblock, ISCI: "House Party" CNDD0051000 :15, Len: :15 PSA - AD Council/Project Roadblock, ISCI: "Hospital" CNDD0040000 :30, Len: :30 PSA - AD Council/Project Roadblock, ISCI: "Save A Life" CNDD0048000 :60, Len: 1:00

## Media Filter

PSA - AD Council/Men's  
Preventive Health, ISCI: "New  
Home" CNMH-9130-1 :30,  
Len: :30  
PSA - AD Council/Men's  
Preventive Health, ISCI:  
"Warranty" CNMH-9230-1  
:30, Len: :30  
PSA - AD Council/Flu  
Prevention, ISCI: Right Way to  
Sneeze CNNI-0018-000 :30,  
Len: :30  
PSA - AD Council/Flu  
Prevention, ISCI: Secy Sibelius  
& Elmo CNNI-0022-000 :30,  
Len: :30  
PSA - AD Council/Flu  
Prevention, ISCI: Stay Home  
From School CNNI-0020-000  
:30, Len: :30  
PSA - AD Council/Childhood  
Obesity Prevention, ISCI:  
"Action Hero Alliance"  
CNHH-0042-000 :60, Len:  
1:00  
PSA - AD Council/Childhood  
Obesity Prevention, ISCI:  
"Action Hero Alliance"  
CNHH-0044-000 :15, Len: :15  
PSA - AD Council/Childhood  
Obesity Prevention, ISCI:  
"Action Hero Alliance"  
CNHH-0043-000 :30, Len: :30  
PSA - Nat'l Coalition for  
Women w/Heart Disease, ISCI:  
"Take Control" 17684B  
:30, Len: :30  
PSA - IRS Free File, ISCI:  
"Less Taxing" LTENG3010  
:30, Len: :30  
PSA - IRS Free File, ISCI:  
"Less Taxing" LTENG1510  
:15, Len: :15  
PSA - EITC, ISCI: "Visible"  
TIRS-0123 :30, Len: :30  
PSA -VETERANS AFFAIRS,  
ISCI: VET CARE LINE, Len:  
:30  
PSA -Nat'l Auto Dealers  
Association, ISCI: "No Kidding!"  
(Buy Now Campaign) :30, Len:  
:30  
PSA - The Nature  
Conservancy, ISCI: LIFE /  
MRAZ :60,  
Len: 1:00  
PSA - The Nature  
Conservancy, ISCI: LIFE /  
MRAZ :15,  
Len: :15

## Media Filter

PSA - The Nature Conservancy, ISCI: LIFE / MRAZ :30, Len: :30  
PSA - Pru. Foundation Spirit of Community Awds, ISCI: "Making the World a Better Place" :60, Len: 1:00  
PSA - Pru. Foundation Spirit of Community Awds, ISCI: "We Can All Start Making a Bigger Difference" :15, Len: :15  
PSA - Pru. Foundation Spirit of Community Awds, ISCI: "Making the World a Better Place" :30, Len: :30  
PSA - NABEF/Share Our Strength, ISCI: "No Kid Hungry" Campaign :30, Len: :30  
PSA - Medicare Preventive Benefits, ISCI: "Medicare Share the Health" TCMS 1173 :30, Len: :30  
PSA - Harvard School of Public Health, ISCI: "Help Them Get There" - Be a Mentor :30, Len: :30  
PSA - Harvard School of Public Health, ISCI: "What I Want To Be" - mentor a child :15, Len: :15  
PSA - Harvard School of Public Health, ISCI: "Help Them Get There" - Be a Mentor :60, Len: 1:00  
PSA - Earned Income Tax Credit, ISCI: "Moneygami" :30, Len: :30  
PSA - Corp. for Nat'l & Community Service -United We Serve, ISCI: "The Power of WE" Jon Bon Jovi 2:20, Len: 2:20  
PSA - Corp. for Nat'l & Community Service -United We Serve, ISCI: My American Story w/NC contact :60, Len: 1:00  
PSA - Corp. for Nat'l & Community Service -United We Serve, ISCI: "Are You With Me?" Jon Bon Jovi :30, Len: :30  
PSA - Corp. for Nat'l & Community Service -United We Serve, ISCI: My American Story w/NC contact :30, Len: :30  
PSA - COPD Foundation, ISCI: Drive4COPD featuring D. Patrick WGCB1892511 :30, Len: :30

## Media Filter

PSA - COPD Foundation,  
ISCI: Drive4COPD featuring  
D. Patrick WGCA1892511 :60,  
Len: 1:00  
PSA - American Heartworm  
Society, ISCI: "Heartworm  
Prevention" w/LaDainian T.  
:30, Len: :30  
PSA - AD Council/Project  
Roadblock, ISCI: CNDD 8315 3  
"Breathalyzer" :15, Len: :15  
PSA - AD Council/Project  
Roadblock, ISCI: CNDD 8510 3  
"Post Crash" :10, Len: :10  
PSA - AD Council/Project  
Roadblock, ISCI: CNDD 8215 3  
"Stretcher" :15, Len: :15  
PSA - AD Council/Project  
Roadblock, ISCI: "House  
Party" CNDD0052000  
:30, Len: :30  
PSA - AD Council/Project  
Roadblock, ISCI: "Mugshot"  
CNDD0053000 :10, Len: :10  
PSA - AD Council/Project  
Roadblock, ISCI: CNDD 8310 3  
"Stretcher" :10, Len: :10  
PSA - AD Council/Adoption,  
ISCI: "Handy Dad"  
CNAU-0150-000 :30, Len: :30  
PSA - Alex's Lemonade Stand  
Foundation, ISCI: "A Stand for  
Hope" - Fighting Childhood  
Cancer :30, Len: :30  
PSA - Nat'l Coalition for  
Women w/Heart Disease, ISCI:  
"Take Control" 17684C  
:20, Len: :20  
PSA -NHTSA,/Ad Council  
-CNDD-8515-3, ISCI: Drunk  
Driving Prevention 'Post  
Crash' :15, Len: :15  
PSA - Volunteers of America -  
VOA-1001, ISCI: "Talk to Your  
Family About Aging" (Rivers)  
:30, Len: :30  
PSA -USDA Forest Service, Ad  
Council -CNFF-9215-3, ISCI:  
Wildfire Prevention 'Candle -  
Smokey 65th Birthday' :15,  
Len: :15  
PSA -Presidential Inaugural  
Committee Ad Council -  
CNRW0001000, ISCI: Step  
Forward :30, Len: :30  
PSA -Foundation for a Better  
Life - FZAA 0717, ISCI: The  
Greatest :10, Len: :10  
PSA -Foundation for a Better  
Life - FZAA 0716, ISCI: The  
Greatest :15, Len: :15

## Media Filter

PSA - Foundation for a Better Life - FZAA 0708, ISCI: Speacial Athlete :30, Len: :30  
PSA -AHAF Everyone's Thinking about Glaucoma, ISCI: Glaucoma : 30, Len: :30  
PSA -ADC - College Access - CNLU, ISCI: Tough, Len: :15  
PSA - The Foundation for A Better Life , ISCI: "Just Say Hi" FZAA 0874 :20, Len: :20  
PSA - The Foundation for A Better Life , ISCI: "Faith In You" FZAA 1022 :30, Len: :30  
PSA - The Foundation for A Better Life , ISCI: "Purse" FZAA 0868 :60, Len: 1:00  
PSA - The Foundation for A Better Life , ISCI: "Peer Pressure" FZAA 1016 :30, Len: :30  
PSA - The Foundation for A Better Life , ISCI: "Remember When" FZAA 0997 :60, Len: 1:00  
PSA - The Foundation for A Better Life , ISCI: "Purse" FZAA 0871 :15, Len: :15  
PSA - The Foundation for A Better Life , ISCI: "Purse" FZAA 0869 :30, Len: :30  
PSA - The Foundation for A Better Life , ISCI: "Faith In You" FZAA 1021 :60, Len: 1:00  
PSA - The Foundation for A Better Life , ISCI: "Just Say Hi" FZAA 0875 :15, Len: :15  
PSA - The Foundation for A Better Life , ISCI: "Purse" FZAA 0870 :20, Len: :20  
PSA - The Foundation for A Better Life , ISCI: "Breakaway" FZAA 0848 :60, Len: 1:00  
PSA - standup2cancer.org, ISCI: "Manage Your Treatment" :30, Len: :30  
PSA - Special Olympics, ISCI: "Skeleton" :30, Len: :30  
PSA - South Carolina State Government, ISCI: Reporting Suspected Fraudulent Activity :30, Len: :30  
PSA - San Diego Zoo Wildlife Conservancy, ISCI: "Condor Couple" :30, Len: :30  
PSA - San Diego Zoo Wildlife Conservancy, ISCI: "Bring Me Back" :30, Len: :30

## Media Filter

PSA - Partnership for a Drug-Free America, ISCI: "Jewelry Box" NC  
DETP-0314 :15, Len: :15  
PSA - Partnership for a Drug-Free America, ISCI: "Party at Troy's" NC  
DETP-0301 :30, Len: :30  
PSA - Partnership for a Drug-Free America, ISCI: "Party at Troy's Alcohol" NC  
DETP-0303 :15, Len: :15  
PSA - Partnership for a Drug-Free America, ISCI: "Lunch Bag" NC  
DETP-0320 :15, Len: :15  
PSA - Partnership for a Drug-Free America, ISCI: "Progression" NC  
DETP-0295 :30, Len: :30  
PSA - NFHA Foreclosure Prevention, ISCI: "Struggle" :30, Len: :30  
PSA - March of Dimes/March for Babies, ISCI: "Shawn Johnson" :30, Len: :30  
PSA - March of Dimes/March for Babies, ISCI: "Walking Together" :60, Len: 1:00  
PSA - IRS FREE FILE, ISCI: "Less Taxing" LTENG3012 :30, Len: :30  
PSA - IRS FREE FILE, ISCI: "Smart Money" SMENG3010 :30, Len: :30  
PSA - Guide Dog Foundation for the Blind, ISCI: Brian Williams 'Every Opportunity' :30, Len: :30  
PSA - Foundation for a Better Life, ISCI: Never Too Late :30, Len: :30  
PSA - Foundation for a Better Life, ISCI: Wet Cement (Patience) :30, Len: :30  
PSA - Foundation for a Better Life, ISCI: Classroom (Honesty) :30, Len: :30  
PSA - Driver's Edge, ISCI: "The Firefly Text" 18605A :60, Len: 1:00  
PSA - CureSearch for Children's Cancer, ISCI: "Jeff Gordon" Evergreen CS-JG-30 :30, Len: :30  
PSA -  
CFNC\_FAFSA\_DAY\_2009, ISCI: COLLEGE FINANCIAL ASSISTANCE, Len: :30  
PSA - Arbor Day Foundation, ISCI: Replanting Our National Forests :30, Len: :30

## Media Filter

PSA - Arbor Day Foundation,  
ISCI: Replanting Our National  
Forests :15, Len: :15  
PSA - AD Council/Texting &  
Driving Prevention, ISCI:  
"Fountain" CNRD0046000  
:30, Len: :30  
PSA - AD Council/Texting &  
Driving Prevention, ISCI: "5  
Seconds" CNRD0044000  
:30, Len: :30  
PSA - AD Council/Texting &  
Driving Prevention, ISCI:  
"Stairs" CNRD0052000  
:10, Len: :10  
PSA - AD Council/Texting &  
Driving Prevention, ISCI:  
"Stairs" CNRD0050000  
:30, Len: :30  
PSA - AD Council/Texting &  
Driving Prevention, ISCI:  
"Graphic" CNRD0048000  
:10, Len: :10  
PSA - Feeding America, ISCI:  
"Show Your Helping Hand"  
18397B :15, Len: :15  
PSA - Feeding America, ISCI:  
"Show Your Helping Hand"  
18397A :30, Len: :30  
PSA kennel club, ISCI:  
Responsible Pets, Len: :20  
PSA - UNITED WAY 2012,  
ISCI: UNITED WAY 2012  
ID, Len: :04  
PSA - UNITED WAY 2012,  
ISCI: UNITED WAY 2012  
:10, Len: :10  
PSA - UNITED WAY 2012,  
ISCI: UNITED WAY 2012  
:15, Len: :15  
PSA - UNITED WAY 2012,  
ISCI: UNITED WAY 2012  
:30, Len: :30  
PSA - The Foundation for A  
Better Life , ISCI: "Basketball"  
FZAA 0831 :15, Len: :15  
PSA - The Foundation for A  
Better Life , ISCI: "Pinata"  
FZAA 0472 :20, Len: :20  
PSA - The Foundation for A  
Better Life , ISCI: "Pinata"  
FZAA 0473 :15, Len: :15  
PSA - The Foundation for A  
Better Life , ISCI: "Pinata"  
FZAA 0471 :30, Len: :30  
PSA - The Foundation for A  
Better Life , ISCI: "Basketball"  
FZAA 0829 :30, Len: :30  
PSA - The Foundation for A  
Better Life , ISCI: "America  
The Beautiful" FZAA 1003  
:30, Len: :30

## Media Filter

PSA - The Foundation for A Better Life , ISCI: "America The Beautiful" FZAA 1002 :60, Len: 1:00

PSA - The Foundation for A Better Life , ISCI: "Breakaway" FZAA 0849 :30, Len: :30

PSA - The Foundation for A Better Life , ISCI: "Old Friends" FZAA 0999 :60, Len: 1:00

PSA - Teens Drive Smart/Bridgestone Americas Trust Fund, ISCI: "My Best Friend Jake" :60, Len: 1:00

PSA - Teens Drive Smart/Bridgestone Americas Trust Fund, ISCI: "The Right Choice" :30, Len: :30

PSA - Teens Drive Smart/Bridgestone Americas Trust Fund, ISCI: "Sleep On It" :60, Len: 1:00

PSA - Pru. Foundation Spirit of Community Awds, ISCI: "Young Volunteers Give Back" :30, Len: :30

PSA - Paralyzed Veterans of America, ISCI: "Rebuilding Lives after Injury" #17889b :30, Len: :30

PSA - Paralyzed Veterans of America, ISCI: "Helping Veterans and Families" :30, Len: :30

PSA - NegligentDriving.com, ISCI: Don't Talk on the Phone & Drive :30, Len: :30

PSA - NegligentDriving.com, ISCI: Don't Text and Drive :30, Len: :30

PSA - Marines - ZJWB-A145, ISCI: "Pride of the Nation" :30, Len: :30

PSA - Girl Scouts , ISCI: "This Cookie" ZPLW16030 :30, Len: :30

PSA - Foundation for a Better Life, ISCI: Classroom (Honesty) :60, Len: 1:00

PSA - Federal Citizen Information Center, ISCI: "For the People" :30, Len: :30

PSA - Driver's Edge, ISCI: "Tales From the Junkyard" 18605B :30, Len: :30

PSA - Driver's Edge, ISCI: "Lights Out" 18605D :30, Len: :30

PSA - American Diabetes Association, ISCI: "A Toast" ADA343-11E30S :30, Len: :30



## Media Filter

PSA - AD Council/Project  
Roadblock, ISCI:  
CNDD0059000 "Monkey In  
The Middle" :30, Len: :30  
PSA - AD Council/Project  
Roadblock, ISCI:  
CNDD0058000 "Bar Math"  
:30, Len: :30  
PSA - AD Council/Pet  
Adoption, ISCI: "Sand Castle"  
CNPA0054000 :15, Len:  
:15  
PSA - AD Council/Pet  
Adoption, ISCI: "Toys"  
CNPA0058000 :30, Len:  
:30  
PSA - AD Council/Pet  
Adoption, ISCI: "Cell Phone"  
CNPA0055000 :30, Len:  
:30  
PSA - AD Council/Pet  
Adoption, ISCI: "Sand Castle"  
CNPA0053000 :30, Len:  
:30  
PSA - Ad Council/Patient  
Involvement, ISCI:  
"Questioners - Cell Phone"  
:30, Len: :30  
PSA - AD Council/Lifelong  
Literacy, ISCI: "Tangled"  
CNLO-0030-0000 :30, Len:  
:30  
PSA - AD Council/Fatherhood  
Involvement, ISCI: "Reunion" -  
Revised CNFI0086000 :30,  
Len: :30  
PSA - AD Council/Fatherhood  
Involvement, ISCI: "Pizza  
Smoothie" :30, Len: :30  
PSA - AD Council/Fatherhood  
Involvement, ISCI:  
"Cheerleader" - Revised  
CNFI0076000 :30, Len: :30  
PSA - AD Council/Fatherhood  
Involvement, ISCI: "Double  
Dutch" :30, Len: :30  
PSA - AD Council/Childhood  
Obesity Prevention, ISCI: "Did  
You Play Today?" :15, Len:  
:15  
PSA - AD Council/Childhood  
Obesity Prevention, ISCI: "Did  
You Play Today?" :30, Len:  
:30  
PSA - AD Council/Arthritis  
Foundation, ISCI: "James"  
CNAD0022000 :10, Len: :10  
PSA - AD Council/Arthritis  
Foundation, ISCI: "James"  
CNAD0021000 :30, Len: :30  
PSA - AD Council/Arthritis  
Foundation, ISCI: "Steve"  
CNAD0025000 :30, Len: :30

## Media Filter

PSA - Action for Children North Carolina, ISCI: "Without you they have no voice" :30, Len: :30

PSA-Influenza Vaccination Awareness , ISCI: FAMILIES FIGHTING FLU with Mia Hamm :30, Len: :30

PSA-Influenza Vaccination Awareness , ISCI: FAMILIES FIGHTING FLU with Mia Hamm :15, Len: :15

PSA-Influenza Vaccination Awareness , ISCI: FAMILIES FIGHTING FLU with Mia Hamm :20, Len: :20

PSA - USO, ISCI: "Good to Be Back" :60, Len: 1:00

PSA - USO, ISCI: "Good to Be Back" :30, Len: :30

PSA - The Stafford Foundation, ISCI: "Doing Good" :15, Len: :15

PSA - The Stafford Foundation, ISCI: "Doing Good" :30, Len: :30

PSA - The Stafford Foundation, ISCI: "Doing Good" :60, Len: 1:00

PSA - The Global Fund to Fight Aids, Tuberculosis & Malaria, ISCI: "The Lazarus Effect" 18265B :30, Len: :30

PSA - The Global Fund to Fight Aids, Tuberculosis & Malaria, ISCI: "The Lazarus Effect" 18265A :60, Len: 1:00

PSA - The Foundation for A Better Life , ISCI: "Classroom" FZAA 1029 :30, Len: :30

PSA - The Foundation for A Better Life , ISCI: "Taxi" FZAA 0891 :30, Len: :30

PSA - The Foundation for A Better Life , ISCI: "Crosswalk" FZAA 1025 :15, Len: :15

PSA - The Foundation for A Better Life , ISCI: "Taxi" FZAA 0893 :15, Len: :15

PSA - The Foundation for A Better Life , ISCI: "Basketball" FZAA 0832 :10, Len: :10

PSA - The Foundation for A Better Life , ISCI: "We Shall Be Free" FZAA 0858 :30, Len: :30

PSA - The Foundation for A Better Life , ISCI: "We Shall Be Free" FZAA 0857 :60, Len: 1:00

PSA - The Foundation for A Better Life , ISCI: "Crosswalk" FZAA 1023 :30, Len: :30

## Media Filter

PSA - The Foundation for A Better Life , ISCI: "Classroom" FZAA 1028 :60, Len: 1:00  
PSA - Natl Foundation for Credit Counseling, ISCI: "Times are Tough" 17527B :30, Len: :30  
PSA - National Kidney Foundation, ISCI: Blue Jean Black Tie BBQ/Mike Minter : 30, Len: :30  
PSA - National Wildlife Federation, ISCI: "Be Out There" WGCA1891611 :60, Len: 1:00  
PSA - National Wildlife Federation, ISCI: "Be Out There" WGCB1891611 :30, Len: :30  
PSA - LIVE FREE from housing discrimination, ISCI: "Time Machine" :30, Len: :30  
PSA - LIVE FREE from housing discrimination, ISCI: "Time Machine" :60, Len: 1:00  
PSA - CROP Walk - Oct. 4 2009, ISCI: CHARLOTTE CROP Hunger Walk :15, Len: :15  
PSA - CDC/Gynecologic Cancer Awareness Campaign, ISCI: "I Had" IKEN1002 :30, Len: :30  
PSA - CDC/Gynecologic Cancer Awareness Campaign, ISCI: "Be Brave" IKEN1005 :60, Len: 1:00  
PSA - CDC/Gynecologic Cancer Awareness Campaign, ISCI: "My Story" IKEN1004 :30, Len: :30  
PSA - Boys Town Nat'l Hotline, ISCI: "I Go" - Teen :60, Len: 1:00  
PSA - Boys Town Nat'l Hotline, ISCI: "A Parent's Story" :60, Len: 1:00  
PSA - Boys Town Nat'l Hotline, ISCI: "A Parent's Story" :30, Len: :30  
PSA - Boys Town Nat'l Hotline, ISCI: "I Go" - Teen :30, Len: :30  
PSA - American Pain Foundation, ISCI: "Pain Does Not Discriminate" WGCB1887811 :30, Len: :30  
PSA - American Pain Foundation, ISCI: "Pain Does Not Discriminate" WGCB1887811 :20, Len: :20

## Media Filter

PSA - America's Vet Dogs,  
ISCI: "A Special Mission"  
Veteran's K-9 Corps :20, Len:  
:20  
PSA - America's Vet Dogs,  
ISCI: "A Special Mission"  
Veteran's K-9 Corps :30, Len:  
:30  
PSA - Amer. Academy of  
Orthopaedic Surgeons, ISCI:  
ALONE - AAOSFalls30  
:30, Len: :30  
PSA - AD  
Council/Re-connecting Kids with  
Nature, ISCI: "Unplug"  
CNFT-0017-000 :60, Len: 1:00  
PSA - AD Council/Pet  
Adoption, ISCI: "Toys"  
CNPA0057000 :15, Len:  
:15  
PSA - AD Council/Newborn &  
Child Survival, ISCI:  
"Basketball" CNSC-0015-000  
:60, Len: 1:00  
PSA - AD Council/Newborn &  
Child Survival, ISCI:  
"Runway" CNSC-0013-000  
:60, Len: 1:00  
PSA - AD Council/Newborn &  
Child Survival, ISCI: "Can't  
Act" CNSC-0017-000 :60,  
Len: 1:00  
PSA - AD Council/Foreclosure  
Prevention, ISCI: "Clown"  
CNFR-9330-1 :30, Len: :30  
PSA - Ad Council/Emergency  
Preparedness, ISCI: "World  
Upside Down" CNHL-9130-1  
:30, Len: :30  
PSA - AD Council/College  
Access, ISCI: "Skate"  
CNLU-0043-000 :60, Len: 1:00  
PSA - AD Council/College  
Access, ISCI: "Skate"  
CNLU-0044-000 :30, Len: :30  
PSA - AD Council/Childhood  
Obesity Prevention, ISCI:  
Maya & Miguel Challenge  
CNHH-9530-1 :30, Len: :30  
PSA - AD Council/Childhood  
Obesity Prevention, ISCI:  
Looney Tunes - Brees  
CNHH-9562-1 :60, Len: 1:00  
PSA - AD Council/Childhood  
Obesity Prevention, ISCI:  
Maya & Miguel Challenge  
CNHH-9560-1 :60, Len: 1:00  
PSA - AD Council/Arthritis  
Foundation, ISCI: "Weapon"  
CNAD0015000 :30, Len: :30  
PSA - AD Council/Arthritis  
Foundation, ISCI: "Victory"  
CNAD0026000 :30, Len: :30

## Media Filter

PSA - 911 Make The Call,  
ISCI: "Symptoms" :30,  
Len: :30  
PSA - 911 Make The Call,  
ISCI: "Symptoms" :60,  
Len: 1:00  
PSA NAB - DTV Answers,  
ISCI: NAB - DTV, Len: :15  
PSA FCC Station License  
Renewal, ISCI: FCC  
Post-Filing Announcement  
, Len: 1:00  
PSA FCC Station License  
Renewal, ISCI: FCC Pre-Filing  
Announcement, Len: 1:00  
PSA -Ritz Marketing Harvest  
Center - 121708 HC1, ISCI:  
Helper :15, Len: :15  
PSA -NAB - Action Spots,  
ISCI: NAB - Action Spots, Len:  
:30  
PSA -College Access - Airplane,  
ISCI: College Access -  
Airplane, Len: :30  
PSA -Child Abuse Prevention,  
ISCI: Child Abuse Prevention,  
Len: :30  
PSA -Carbon Monoxide Action  
Group- 17129C, ISCI: "Silent  
Killer" :20, Len: :20  
PSA -Carbon Monoxide Action  
Group- 17129B, ISCI: "Silent  
Killer" :30, Len: :30  
PSA - www.Souperbowl.org,  
ISCI: SOUPER BOWL OF  
CARING - vers. II :30, Len:  
:30  
PSA - Social Security  
Administration, ISCI: "It's So  
Easy, even Kirk could do it"  
:30, Len: :30  
PSA - Social Security  
Administration, ISCI: "No  
Check, Go Direct" :30,  
Len: :30  
PSA - Nat'l. Assoc. of Insurance  
Commissioners, ISCI: "The  
Right Fit" :30, Len:  
:30  
PSA - Nat'l Credit Union  
Association, ISCI: "Twins"  
:60, Len: 1:00  
PSA - Nat'l Credit Union  
Association, ISCI: "Twins"  
:30, Len: :30  
PSA - Morganton Festival -  
Sept. 11-12, 2009, ISCI:  
Historic MORGANTON  
FESTIVAL :15, Len: :15  
PSA - Discovery  
Education/Explore the Blue ,  
ISCI: "Protect Our Waterways"  
:30, Len: :30

## Media Filter

PSA - Arbor Day Foundation,  
ISCI: "Tree City USA"  
:30, Len: :30  
PSA - Arbor Day Foundation,  
ISCI: "Tree City USA"  
:20, Len: :20  
PSA - Arbor Day Foundation,  
ISCI: "Tree City USA"  
:60, Len: 1:00  
PSA - Amer. Health Assistance  
Foundation, ISCI: "Learning  
About Macular Degeneration"  
:30, Len: :30  
PSA - Amer. Health Assistance  
Foundation, ISCI: "Learning  
About Macular Degeneration"  
:60, Len: 1:00  
PSA - ALS Association -  
ALS-029-T, ISCI: ALS  
Charlotte Walk : 30, Len: :30  
PSA - AD Council/Wildfire  
Prevention, ISCI: "Neighbor"  
CNFF-0039-000 :30, Len: :30  
PSA - AD Council/Wildfire  
Prevention, ISCI: "Diner  
Revise 2" CNFF-0041-000  
:30, Len: :30  
PSA - AD Council/Reducing  
Gun Violence, ISCI: "Babies"  
CNSN-7130-13 :30, Len: :30  
PSA - AD  
Council/Re-connecting Kids with  
Nature, ISCI: "Unplug"  
CNFT-0018-000 :30, Len: :30  
PSA - AD Council/Patient  
Involvement, ISCI:  
"Questioners-Cell Phone"  
CNPQ0004000 :30, Len: :30  
PSA - AD Council/Patient  
Involvement, ISCI:  
"Questioners-Restaurant"  
CNPQ0005000 :30, Len: :30  
PSA - AD Council/Mentoring -  
Big Brothers Big Sisters, ISCI:  
"A Little Bit" CNBB0034000  
:60, Len: 1:00  
PSA - AD Council/Mentoring -  
Big Brothers Big Sisters, ISCI:  
"A Little Bit" CNBB0035000  
:30, Len: :30  
PSA - AD Council/College  
Access, ISCI: "Mural"  
CNLU-0040-000 :60, Len: 1:00  
PSA - AD Council/College  
Access, ISCI: "Mural"  
CNLU-0041-000 :30, Len: :30  
PSA - AD Council/College  
Access, ISCI: "Skate"  
CNLU-0045-000 :15, Len: :15  
PSA - AD Council/College  
Access, ISCI: "Mural"  
CNLU-0042-000 :15, Len: :15

## Media Filter

PSA - AD Council/Childhood Obesity Prevention, ISCI: Looney Tunes - M.May CNHH-9534-1 :30, Len: :30  
PSA - AD Council/Childhood Obesity Prevention, ISCI: Looney Tunes - Brees CNHH-9532-1 :30, Len: :30  
PSA - AD Council/Childhood Obesity Prevention, ISCI: Looney Tunes - Hawk CNHH-9535-1 :30, Len: :30  
PSA - AD Council/Big Brothers Big Sisters, ISCI: "Start Something" CNBB-0025-000 :15, Len: :15  
PSA - AD Council/Big Brothers Big Sisters, ISCI: "Start Something" CNBB-0022-000 :60, Len: 1:00  
PSA - AD Council/Big Brothers Big Sisters, ISCI: "Start Something" CNBB-0023-000 :30, Len: :30  
PSA - AD Council/10th Anniv. of 9/11/I Am An American - Revised, ISCI: CNSE0008000 , Len: 1:00  
PSA - AD Council/10th Anniv. of 9/11/911 Mem - Learn More, ISCI: CNSE0005000 , Len: 1:00  
PSA - AD Council/10th Anniv. of 9/11/9/11 Memorial - Learn More, ISCI: CNSE0006000 , Len: :30  
PSA - AD Council/10th Anniv. of 9/11/9/11 Memorial - Learn More, ISCI: CNSE0007000 , Len: :15  
PSA - AD Council/10th Anniv. of 9/11/9/11 Memorial - Donate, ISCI: CNSE0001000 , Len: 1:00  
PSA -Nat'l Pest Mgmt. Assoc.- 18131C, ISCI: "Interrogation" :30, Len: :30  
PSA -Advertising Council -CNIA-8130-2, ISCI: VETERAN SUPPORT 'Alone' :30, Len: :30  
PSA -Advertising Council -CNDD-8730-4, ISCI: Drunk Driving Prevention 'Ambulance' :30, Len: :30  
PSA - UNITED WAY 2012, ISCI: UNITED WAY 2012 ID, Len: :04  
PSA - The Greyhound Project, Inc., ISCI: Adopt-a-Greyhound "Hugs" :10, Len: :10

## Media Filter

PSA - The Greyhound Project,  
Inc., ISCI: Adopt-a-Greyhound  
"Couch Potato" :10, Len: :10  
PSA - The Greyhound Project,  
Inc., ISCI: Adopt-a-Greyhound  
"Relationship" :30, Len: :30  
PSA - Susan G. Komen for the  
Cure, ISCI: Sybil 'Losing Mom'  
Circle of Promise :30, Len:  
:30  
PSA - Partnership for a  
Drug-Free Carolinas, ISCI:  
"Surgery" DETP-0419  
:15, Len: :15  
PSA - Partnership for a  
Drug-Free Carolinas, ISCI:  
"Strangers - Kitchen"  
DETP-0444 :30, Len: :30  
PSA - Partnership for a  
Drug-Free Carolinas, ISCI:  
"Typical Conversation"  
DETP-0428 :30, Len: :30  
PSA - Partnership for a  
Drug-Free Carolinas, ISCI:  
"Surgery" DETP-0417  
:30, Len: :30  
PSA - Partnership for a  
Drug-Free Carolinas, ISCI:  
"Today" DETP-0388  
:30, Len: :30  
PSA - Partnership for a  
Drug-Free Carolinas, ISCI:  
"Typical Conversation"  
DETP-0438 :15, Len: :15  
PSA - Nat'l Community Pharm.  
Assoc. & United Water Found.,  
ISCI: "Dispose My Meds"  
WGCB 1855111 :30, Len: :30  
PSA - Nat'l Community Pharm.  
Assoc. & United Water Found.,  
ISCI: "Dispose My Meds"  
WGCB 1885111 :20, Len: :20  
PSA - Habitat for Humanity -  
HFHI 1002, ISCI: "What Will  
You Build?" :30, Len:  
:30  
PSA - Coalition to Salute  
America's Heroes, ISCI:  
"Coming Home - Gary Sinise"  
:30, Len: :30  
PSA - Civil Rights Museum -  
Greensboro, ISCI: Int'l Civil  
Rights Center & Museum  
w/Hagan :30, Len: :30  
PSA - Civil Rights Museum -  
Greensboro, ISCI: Int'l Civil  
Rights Center & Museum in NC  
:60, Len: 1:00  
PSA - CDC&Prevention  
-Colorectal Cancer YXAB4046,  
ISCI: Terrence Howard "This is  
Personal" :30, Len: :30



## Media Filter

PSA - CDC&Prevention  
-Colorectal Cancer YXAB3820,  
ISCI: Jimmy Smits "Screening  
Room" :30, Len: :30  
PSA - American Red Cross -  
You Save the Day, ISCI:  
"Heartbreak to Hope" ARCR  
4530 :30, Len: :30  
PSA - Amer. Assoc. of  
Orthodontists, ISCI: "Play It  
Safe" w/Mia Hamm :30, Len:  
:30  
PSA - Amer. Assoc. of  
Orthodontists, ISCI: "Play It  
Safe" w/Mia Hamm :15, Len:  
:15  
PSA - AD Council/Wildfire  
Prevention, ISCI: "Step In  
Revise" CNFF-0043-000 :15,  
Len: :15  
PSA - AD Council/Hunger  
Prevention, ISCI: "Ben Affleck"  
Charlotte/CNFA-0072-000 :30,  
Len: :30  
PSA - AD Council/Hunger  
Prevention, ISCI:  
"ANA/Fernanda"  
Char./CNFA-0070-000 :30,  
Len: :30  
PSA - AD Council/Hunger  
Prevention, ISCI: "Hunger  
Watches"  
Char./CNFA-0067-000 :15,  
Len: :15  
PSA - AD Council/Hunger  
Prevention, ISCI:  
"TAYE/Reggie"  
Charlotte/CNFA-0069-000 :30,  
Len: :30  
PSA - AD Council/Hunger  
Prevention, ISCI:  
"MATT/Steve"  
Charlotte/CNFA-0098-000 :30,  
Len: :30  
PSA - AD Council/10th Anniv.  
of 9/11/I Am An American -  
Revised, ISCI: CNSE0009000  
, Len: :30  
PSA -Marines - ZJWB-D071,  
ISCI: AMERICAN'S MARINES  
:30, Len: :30  
PSA -Marines - ZJWB-A145,  
ISCI: PRIDE OF A NATION  
:30, Len: :30  
PSA -Department of Defense,  
ISCI: Making a Difference -  
Language Specialists :30, Len:  
:30  
PSA -Department of Defense,  
ISCI: Making a Difference -  
Engineers :30, Len: :30

## Media Filter

PSA -Avocados from Mexico  
-YXAB-4126, ISCI:  
Nutrient-Dense Foods "Kids  
Learn by Ex." :30, Len: :30  
PSA -Avocados from Mexico  
-YXAB-4125, ISCI:  
Nutrient-Dense Foods "Kids  
Learn by Ex." :60, Len: 1:00  
PSA -Advertising Council  
-CNUW-5130-7, ISCI: Early  
Childhood Developm't  
'Laundromat' :30, Len: :30  
PSA -Advertising Council  
-CNSN-7130-12, ISCI:  
Reducing Gun Violence 'Babies'  
:30, Len: :30  
PSA -Advertising Council  
-CNMH-8130-5, ISCI: Men's  
Preventive Health 'Men in  
Gowns' :30, Len: :30  
PSA -Advertising Council  
-CNMD-6130-13, ISCI: Nat'l  
Mental Health Anti-Stigma  
'Friends' :30, Len: :30  
PSA -Advertising Council  
-CNFI-8130-5, ISCI:  
Fatherhood Involvement  
'Cheerleader' :30, Len: :30  
PSA -Advertising Council  
-CNDD-8830-4, ISCI: Drunk  
Driving Prevention 'Hospital'  
:30, Len: :30  
PSA - We Can! Childhood  
Obesity Prevention Program,  
ISCI: "Parents Have the  
Power" 11-012 :60, Len:  
1:00  
PSA - We Can! Childhood  
Obesity Prevention Program,  
ISCI: "Parents Have the  
Power" 11-012 :30, Len:  
:30  
PSA - U.S. Marine Corps -  
Spring 2012, ISCI: "For  
Country" ZJWB-A078  
:60, Len: 1:00  
PSA - U.S. Air Force, ISCI:  
"Choices/Saving Lives"  
QYAF9147 :30, Len: :30  
PSA - U.S. Administration on  
Aging, ISCI: "Stop Health Care  
Fraud" :15, Len: :15  
PSA - U.S. Administration on  
Aging, ISCI: "Stop Health Care  
Fraud" :30, Len: :30  
PSA - The ALS Association,  
ISCI: "Steve Posso"  
WGCA1925412 :30, Len:  
:30  
PSA - Partnership for a  
Drug-Free Carolinas, ISCI:  
"Flip Book" DETP-0405  
:30, Len: :30

## Media Filter

PSA - Paralyzed Veterans of America - 17891C, ISCI: Mission Able: "Helping Our Heroes" :15, Len: :15

PSA - Paralyzed Veterans of America - 17891B, ISCI: Mission Able: "Helping Our Heroes" :30, Len: :30

PSA - Paralyzed Veterans of America, ISCI: "Mission-Able" NASCAR Drivers WGCC1893611 :15, Len: :15

PSA - Paralyzed Veterans of America, ISCI: "Mission-Able" NASCAR Drivers WGCB1893611 :30, Len: :30

PSA - ONE.org, ISCI: "Why Bother?" ONE110305 :30, Len: :30

PSA - ONE.org, ISCI: "Why Bother?" ONE110304 :60, Len: 1:00

PSA - Nat'l Meningitis Assoc., ISCI: Get Vaccinated "Suzanne" YXAB4227 :15, Len: :15

PSA - Nat'l Meningitis Assoc., ISCI: Get Vaccinated "Dwight & Linda" YXAB4230 :30, Len: :30

PSA - Nat'l Meningitis Assoc., ISCI: Get Vaccinated "Jamie" YXAB4223 :30, Len: :30

PSA - Nat'l Meningitis Assoc., ISCI: Get Vaccinated "Jamie" YXAB4222 :60, Len: 1:00

PSA - NAB ACTION SPOTS, ISCI: NAB- Know It All 30, Len: :30

PSA - NAB ACTION SPOTS, ISCI: NAB- Know It All 15, Len: :15

PSA - Leukemia & Lymphoma Society, ISCI: "Light the Night 2010" w/T. Fey 18203B :30, Len: :30

PSA - Guide Dog Foundation for the Blind, ISCI: "Indispensable" w/Jason Alexander :15, Len: :15

PSA - Guide Dog Foundation for the Blind, ISCI: "Indispensable" w/Jason Alexander :30, Len: :30

PSA - Guide Dog Foundation for the Blind, ISCI: "Over Coming" w/Brian Williams :20, Len: :20

PSA - Children's Miracle Network Hospitals, ISCI: IHOP Nat'l Pancake Day - Steve Young :30, Len: :30

## Media Filter

PSA - Children's Miracle  
Network Hospitals, ISCI: IHOP  
Nat'l Pancake Day - Steve  
Young :10, Len: :10  
PSA - Children's Miracle  
Network Hospitals, ISCI: IHOP  
Nat'l Pancake Day - Steve  
Young :15, Len: :15  
PSA - Arbor Day Foundation,  
ISCI: "Tree City USA"  
:10, Len: :10  
PSA - AD Council/Underage  
Drinking Prevention, ISCI:  
"Julia" CNUD-9130-1 :30,  
Len: :30  
PSA - AD Council/Nutrition  
Education "Let's Move", ISCI:  
"Wallet"  
CNNE0083000 :15, Len:  
:15  
PSA - AD Council/Nutrition  
Education "Let's Move", ISCI:  
"Park Day" CNNE0085000  
:60, Len: 1:00  
PSA - AD Council/Nutrition  
Education "Let's Move", ISCI:  
"Wallet"  
CNNE0081000 :30, Len:  
:30  
PSA - AD Council/Nutrition  
Education "Let's Move", ISCI:  
"Blackout"  
CNNE0084000 :30, Len:  
:30  
PSA - AD Council/Emergency  
Preparedness, ISCI: "Cantore -  
Be Ready" CNHL-0033000  
:30, Len: :30  
PSA - AD Council/Emergency  
Preparedness, ISCI: "Cantore -  
Be Ready" CNHL-0034000  
:15, Len: :15  
PSA - Leukemia & Lymphoma  
Society, ISCI: "Light the Night"  
2011 Walk w/Michael C. Hall  
:30, Len: :30  
PSA - 2011 Stamp Out  
Hunger, ISCI: "Stamp Out  
Hunger - May 14th" w/Nick  
Cannon :30, Len: :30  
PSA - World Wildlife Fund ,  
ISCI: "Be the Voice - Forests"  
:60, Len: 1:00  
PSA - U.S. Olympic  
Committee, ISCI: "It Takes  
More" :30, Len: :30  
PSA - U.S. Olympic  
Committee, ISCI: "It Takes  
More" :15, Len: :15  
PSA - U.S. Dept. Of Homeland  
Security, ISCI: "Self Check -  
Man" :30, Len: :30

## Media Filter

PSA - U.S. Air Force Reserve,  
ISCI: "America's Heroes"  
w/Usher :30, Len: :30  
PSA - The Down Syndrome  
Research & Treatment  
Foundation, ISCI: "I Wanna Be  
..." ZMYT0322 :30, Len:  
:30  
PSA - SPECIAL OLYMPICS,  
ISCI: "Speechless"  
:30, Len: :30  
PSA - Pool Safely: Simple  
Steps Save Lives, ISCI:  
"Profiles" WGCA 1882511  
:30, Len: :30  
PSA - NEADS, ISCI: Canine  
Influenza :30, Len: :30  
PSA - Nat'l. Multiple Sclerosis  
Society, ISCI: "Connections"  
:30, Len: :30  
PSA - Nat'l Crime Prevention  
Council/Counterfeits Hurt, ISCI:  
"Premonition" :60, Len:  
1:00  
PSA - Nat'l Crime Prevention  
Council/Counterfeits Hurt, ISCI:  
"It Hurts" :30, Len: :30  
PSA - Nat'l Crime Prevention  
Council/Counterfeits Hurt, ISCI:  
"Premonition" :30, Len:  
:30  
PSA - Hear The World  
Foundation, ISCI: Pediatric  
Hearing Loss w/J. McIntyre  
:30, Len: :30  
PSA - Go4Life - Nat'l Institute  
on Aging at NIH, ISCI:  
"Senior-Friendly Website"  
:30, Len: :30  
PSA - Go4Life - Nat'l Institute  
on Aging at NIH, ISCI: "Le  
Ronde" :60, Len: 1:00  
PSA - Go4Life - Nat'l Institute  
on Aging at NIH, ISCI: "All the  
Right Reasons" :30, Len:  
:30  
PSA - Girl Scouts - Year of the  
Girl, ISCI: "Best In Me"  
ZPLW17030 :30, Len: :30  
PSA - Girl Scouts - Year of the  
Girl, ISCI: "Best In Me"  
ZPLW6260 :60, Len: 1:00  
PSA - Dave Thomas  
Foundation for Adoption, ISCI:  
"I Am" - no text :60,  
Len: 1:00  
PSA - Dave Thomas  
Foundation for Adoption, ISCI:  
"I Am" - no text :30,  
Len: :30

## Media Filter

PSA - Dave Thomas  
Foundation for Adoption, ISCI:  
"I Am" - no text :15,  
Len: :15  
PSA - Consumer Product  
Safety Div./Pool Safely, ISCI:  
"Profiles" :30, Len: :30  
PSA - Colorectal Screening  
Saves Lives, ISCI: "Jimmy  
Smits/Diane Keaton Combo"  
:60, Len: 1:00  
PSA - Colorectal Screening  
Saves Lives, ISCI: "No  
Excuses" :30, Len: :30  
PSA - Coast Guard Foundation,  
ISCI: WGCA1863811  
"Helping Out When Times Were  
Tough" :60, Len: 1:00  
PSA - Child Mind Institute,  
ISCI: "Speak Up for Kids  
OCD" :30, Len: :30  
PSA - Child Mind Institute,  
ISCI: "Speak Up for Kids  
ADHD" :30, Len: :30  
PSA - Child Mind Institute,  
ISCI: "Speak Up for Kids  
Depression" :30, Len: :30  
PSA - Carolina  
Panthers/WCNC/Haiti Relief,  
ISCI: HAITI/PANTHERSand  
D. WAGNER :30, Len: :30  
PSA - Bossert and Company,  
ISCI: Barron Prize for Young  
Heroes w/J. Goodall :30, Len:  
:30  
PSA - Bossert and Company,  
ISCI: Barron Prize for Young  
Heroes w/J. Goodall :60, Len:  
1:00  
PSA - Arbor Day Foundation,  
ISCI: "2011 Replanting Our  
National Forests" :20, Len:  
:20  
PSA - Arbor Day Foundation,  
ISCI: "2011 Replanting Our  
National Forests" :30, Len:  
:30  
PSA - Arbor Day Foundation,  
ISCI: "2011 Replanting Our  
National Forests" :60, Len:  
1:00  
PSA - American Lung  
Association, ISCI: "Air  
Collector" :30, Len: :30  
PSA - American Cancer  
Society, ISCI:  
"ChooseYou.com" 2011  
:30, Len: :30  
PSA - America's Vet Dogs,  
ISCI: "A Special Partnership"  
w/Jeff Foxworthy :20, Len: :20

## Media Filter

PSA - America's Vet Dogs,  
ISCI: "Assistance Dogs"  
w/Scott Bakula :60, Len:  
1:00  
PSA - America's Vet Dogs,  
ISCI: "A Special Partnership"  
w/Jeff Foxworthy :15, Len: :15  
PSA - America's Vet Dogs,  
ISCI: "A Special Partnership"  
w/Jeff Foxworthy :30, Len: :30  
PSA - ADDA, ISCI: "Own It -  
Shane" :1:00, Len: 1:00  
PSA - ADDA, ISCI: "Own It -  
Nicole" :30, Len: :30  
PSA - AD Council/Nutrition  
Education "Let's Move", ISCI:  
"Park Day" CNNE0086000  
:30, Len: :30  
PSA - AD Council/Nutrition  
Education "Let's Move", ISCI:  
"Huddle" CNNE0095000  
:30, Len: :30  
PSA FCC Children's Guidelines,  
ISCI: FCC Children's  
Guidelines, Len: :30  
PSA -Advertising Council  
-CNFA-9330-1, ISCI: Hunger  
Prevent'n 'Feed.  
America/Obama' :30, Len: :30  
PSA -Advertising Council  
-CNFA-8330-3, ISCI: Hunger  
Prevention '1-in-8/Construct.  
Wrkr' :30, Len: :30  
PSA - World Wildlife Fund -  
savethetiger.org, ISCI: "Park  
Bench" (Dick Van Dyke) :30,  
Len: :30  
PSA - World Wildlife Fund -  
savethetiger.org, ISCI: "Tiger  
Is Running" :30, Len: :30  
PSA - World Wildlife Fund ,  
ISCI: "Connected" :30, Len:  
:30  
PSA - World Wildlife Fund ,  
ISCI: "Be the Voice - Climate"  
:30, Len: :30  
PSA - World Wildlife Fund ,  
ISCI: "Be the Voice - Forests"  
:30, Len: :30  
PSA - World Wildlife Fund ,  
ISCI: "Connected" :60, Len:  
1:00  
PSA - World Wildlife Fund ,  
ISCI: "Be the Voice - Climate"  
:60, Len: 1:00  
PSA - Volunteers of  
AmericaAction Team/Players  
Trust, ISCI: "Are You In?"  
:60, Len: 1:00  
PSA - Volunteers of  
AmericaAction Team/Players  
Trust, ISCI: "Are You In?"  
:30, Len: :30

## Media Filter

PSA - Veterans Crisis Line,  
ISCI: "It's Your Call" - US  
Dept of Veterans Aff. :60,  
Len: 1:00  
PSA - Veterans Crisis Line,  
ISCI: "It's Your Call" - US  
Dept of Veterans Aff. :30,  
Len: :30  
PSA - US Forest Service/AD  
Council, ISCI: "Ember "  
FireAdapted.org :30, Len: :30  
PSA - US Forest Service/AD  
Council, ISCI: "Ember "  
FireAdapted.org :10, Len: :10  
PSA - US Forest Service/AD  
Council, ISCI: "Ember "  
FireAdapted.org :15, Len: :15  
PSA - UNITED WAY 2012,  
ISCI: UNITED WAY TEST,  
Len: :30  
PSA - U.S. Marines, ISCI: "For  
Us All" :30, Len: :30  
PSA - U.S. Marines, ISCI: "For  
Us All" :60, Len: 1:00  
PSA - U.S. Dept. of Veterans  
Affairs/Suicide Prevention,  
ISCI: "Perspectives"  
:30, Len: :30  
PSA - U.S. Dept. of Veterans  
Affairs/Suicide Prevention,  
ISCI: "Perspectives"  
:15, Len: :15  
PSA - U.S. Dept. of Veterans  
Affairs/Suicide Prevention,  
ISCI: "Perspectives"  
:60, Len: 1:00  
PSA - U.S. Dept. of Veterans  
Affairs/Make The Connection,  
ISCI: "Veterans' Voices"  
:30, Len: :30  
PSA - U.S. Dept. of Veterans  
Affairs/Make The Connection,  
ISCI: "Veterans' Voices"  
:60, Len: 1:00  
PSA - The Senior Citizens  
League, ISCI: "You're Not  
Alone" ZPLW 5460 :60,  
Len: 1:00  
PSA - The Senior Citizens  
League, ISCI: "You're Not  
Alone" ZPLW 6730 :30,  
Len: :30  
PSA - Paralyzed Veterans of  
America, ISCI: "New  
Beginnings for Injured  
Veterans" :30, Len: :30  
PSA - Paralyzed Veterans of  
America, ISCI: "New  
Beginnings for Injured  
Veterans" :60, Len: 1:00



## Media Filter

PSA - Paralyzed Veterans of America, ISCI: "Courage to Serve, Passion to Lead" :30, Len: :30

PSA - National Drowning Prevention Alliance, ISCI: "Mission Impossible" :60, Len: 1:00

PSA - National Drowning Prevention Alliance, ISCI: "Mission Impossible" :30, Len: :30

PSA - Nat'l Assoc. of School Nurses, ISCI: "Voices of Meningitis" YXAB 4215 :60, Len: 1:00

PSA - Marine Corps Scholarship Foundation, ISCI: "Leaving Home" :30, Len: :30

PSA - March of Dimes, ISCI: "Babies" VYMD0001000 :30, Len: :30

PSA - HUNGRY PESTS/North Carolina, ISCI: "A Lot of Mouths to Feed" :60, Len: 1:00

PSA - HUNGRY PESTS/North Carolina, ISCI: "A Lot of Mouths to Feed" :30, Len: :30

PSA - HABITAT FOR HUMANITY, ISCI: "Why We Build" HFHI12INT60 :60, Len: 1:00

PSA - HABITAT FOR HUMANITY, ISCI: "Why We Build" HFHI12INT60 :60, Len: 1:00

PSA - Habitat for Humanity, ISCI: 2011 What Will You Build? HFHI1102 :30, Len: :30

PSA - Habitat for Humanity, ISCI: 2011 What Will You Build? HFHI 1101 :60, Len: 1:00

PSA - FOR YOUR MARRIAGE, ISCI: "Marriage Takes Teamwork" :60, Len: 1:00

PSA - FOR YOUR MARRIAGE, ISCI: "Marriage Takes Teamwork" :30, Len: :30

PSA - ExploraVision, ISCI: ExploraVision feat. Bill Nye the Science Guy:30, Len: :30

PSA - CDC/Office on Smoking and Health, ISCI: "Destiny" :30, Len: :30

PSA - CDC, ISCI: "Jessica's Asthma Tip" VCDC0019000 :30, Len: :30

## Media Filter

PSA - Bossert and Company,  
ISCI: Barron Prize for Young  
Heroes w/J. Goodall :20, Len:  
:20  
PSA - Arbor Day Foundation,  
ISCI: "2011 Replanting Our  
National Forests" :10, Len:  
:10  
PSA - Arbor Day Foundation,  
ISCI: "2011 Replanting Our  
National Forests" :15, Len:  
:15  
PSA - American Heart  
Association, ISCI: Go Red for  
Women: Love Your Heart :30,  
Len: :30  
PSA - Air Force Reserve, ISCI:  
"Guiding & Protecting America"  
:30, Len: :30  
PSA - AD Council/Patient  
Involvement, ISCI: "Men in  
Gowns" CNMH0013000 :15,  
Len: :15  
PSA - AD Council/Patient  
Involvement, ISCI: "Men in  
Gowns" CNMH0012000 :30,  
Len: :30  
PSA - AD Council/H.S. Dropout  
Prevention, ISCI: "Ativa -  
Revised" CNOG-0061000  
:30, Len: :30  
PSA - AD Council/H.S. Dropout  
Prevention, ISCI: "Michael -  
Revised" CNOG-0031000  
:30, Len: :30  
PSA - AD Council/H.S. Dropout  
Prevention, ISCI: "Pictures"  
CNOG-0079000 :30, Len: :30  
PSA - AD Council/H.S. Dropout  
Prevention, ISCI: "Reagan -  
Revised" CNOG-0067000  
:30, Len: :30  
PSA - AD Council/Energy  
Efficiency, ISCI: "Oven"  
CNFEN0076-000 :15, Len: :15  
PSA - AD Council/Energy  
Efficiency, ISCI: "Oven"  
CNFEN0075-000 :30, Len: :30  
PSA -  
negligentdriving.com/American  
Beverage Institute, ISCI:  
"Don't Text and Drive"  
ABI-051111 :30, Len: :30  
PSA -Nat'l Pest Mgmt. Assoc.-  
NPMA 0191, ISCI: "ER"  
(health issues & insects) :30,  
Len: :30  
PSA -Nat'l Pest Mgmt. Assoc.-  
18132A, ISCI: "Future  
Scientists"  
:30,  
Len: :30

## Media Filter

PSA -Nat'l Pest Mgmt. Assoc.-  
17258B, ISCI: "Least Wanted"  
(cockroach) :15, Len: :15  
PSA -Nat'l Pest Mgmt. Assoc.-  
17258A, ISCI: "Least Wanted"  
(roaches, mice, bedbugs) :30,  
Len: :30  
PSA -Crisis Assistance Ministry,  
ISCI: Crisis Dave :30, Len: :30  
PSA -Advertising Council  
-CNFA-8430-3, ISCI: Hunger  
Prevention '1-in-8/Clothesline'  
:30, Len: :30  
PSA -Ad Council- Teen Dating  
Violence Prevention -  
CNTV-9130-1, ISCI: Textual  
Harassment :30, Len: :30  
PSA -Ad Council- Teen Dating  
Violence Prevention -  
CNTV-9115-1, ISCI: Textual  
Harassment :15, Len: :15  
PSA -Ad Council- Childhood  
Obesity Prevention -  
CNHH-8415-1, ISCI: "Play 60"  
with Steve Smith :15, Len: :15  
PSA -Ad Council- Childhood  
Obesity Prevention -  
CNHH-7113-5, ISCI: "Play 60"  
National :30, Len: :30  
PSA - Prostate Defense Begins  
At 40, ISCI: "Know Your Stats"  
:30, Len: :30  
PSA - Peace Corps 50th  
Anniversary, ISCI:  
"Conversations"  
QPCC-0399H :30, Len: :30  
PSA - Peace Corps 50th  
Anniversary, ISCI:  
"Conversations"  
QPCC-0398H :60, Len:  
1:00  
PSA - ORAL CANCER  
EPIDEMIC, ISCI: "Blythe  
Danner" :60, Len: 1:00  
PSA - ORAL CANCER  
EPIDEMIC, ISCI: "Blythe  
Danner" :60, Len: 1:00  
PSA - Nat'l Assoc. of School  
Nurses, ISCI: "Voices of  
Meningitis" YXAB 4217  
:20, Len: :20  
PSA - Nat'l Assoc. of School  
Nurses, ISCI: "Voices of  
Meningitis" YXAB 4219  
:10, Len: :10  
PSA - Nat'l Assoc. of School  
Nurses, ISCI: "Voices of  
Meningitis" YXAB 4216  
:30, Len: :30  
PSA - Nat'l Assoc. of School  
Nurses, ISCI: "Voices of  
Meningitis" YXAB 4218  
:15, Len: :15

## Media Filter

PSA - Harvard School of Public Health, ISCI: "A Nation of Graduates" - Gen. Colin Powell:30, Len: :30  
PSA - Vietnam Veterans Memorial Fund, ISCI: "Legacy" - Tom Selleck :30, Len: :30  
PSA - US Fund for UNICEF, ISCI: "Getting Closer to Zero" :30, Len: :30  
PSA - The Way to Happiness - PSA #14, ISCI: "Honor & Help Your Parents" :30, Len: :30  
PSA - Serious Fun Children's Network, ISCI: "Paul's Vision" :60, Len: 1:00  
PSA - Serious Fun Children's Network, ISCI: "Paul's Vision" :30, Len: :30  
PSA - Pru. Foundation Spirit of Community Awds, ISCI: "Start Where We Can" :60, Len: 1:00  
PSA - ONE, ISCI: "I Predict" :30, Len: :30  
PSA - National Guard "Defining Moments", ISCI: ZNGB1007 "Storm" North Carolina :30, Len: :30  
PSA - National Guard "Defining Moments", ISCI: ZNGB1005 "Flood" North Carolina :30, Len: :30  
PSA - National Guard "Defining Moments", ISCI: ZNGB1006 "Flood" North Carolina :15, Len: :15  
PSA - National Guard "Defining Moments", ISCI: ZNGB1008 "Storm" North Carolina :15, Len: :15  
PSA - National Guard "Defining Moments", ISCI: ZNGB1003 "Fire" North Carolina :30, Len: :30  
PSA - FDA Public Service, ISCI: "Use Medicines Wisely" :30, Len: :30  
PSA - Entertainment Software Rating Board, ISCI: "Rating Summary" 17846C :30, Len: :30  
PSA - Dept of Homeland Security, ISCI: "The Drop Off" DHLS-0001 :30, Len: :30  
PSA - Changing the Present.org, ISCI: IGCP8043/"Say Forever", Len: :30  
PSA - Changing the Present.org, ISCI: IGCP8033/"True Luxury", Len: :30

## Media Filter

PSA - Boys Town Nat'l  
Hotline-BTH60HLPTA , ISCI:  
"Help" - Teen :60, Len: 1:00  
PSA - Boys Town Nat'l  
Hotline-BTH30HLPTA , ISCI:  
"Help" - Teen :30, Len: :30  
PSA - Boys Town Nat'l  
Hotline-BTH20HLPTA , ISCI:  
"Help" - Teen :20, Len: :20  
PSA - Boys Town Nat'l  
Hotline-BTH15HLPTA , ISCI:  
"Help" - Teen :15, Len: :15  
PSA - American Diabetes  
Association, ISCI:  
"Demonstration"  
:60, Len: 1:00  
PSA - American Diabetes  
Association, ISCI: "Weigh the  
Risks" :30, Len: :30  
PSA - Amer. Orthopaedic  
Society for Sports Medicine,  
ISCI: "In the Game of Life"  
:15, Len: :15  
PSA - Amer. Orthopaedic  
Society for Sports Medicine,  
ISCI: "Safe on the Playing  
Field, Out of the Operating  
Room" :30, Len: :30  
PSA - Amer. Orthopaedic  
Society for Sports Medicine,  
ISCI: "In the Game of Life"  
:30, Len: :30  
PSA - Amer. Academy of  
Dermatology, ISCI: "Donna" -  
Skin Cancer :30, Len:  
:30  
PSA - AD Council/Veteran  
Support, ISCI: "Camouflage"  
CNIA-0032-000 :30, Len: :30  
PSA - AD Council/Project  
Roadblock, ISCI: CNDD 8515 3  
"Post Crash" :15, Len: :15  
PSA - AD Council/Hands-Only  
CPR, ISCI: "Sign Language"  
CNHO-0010-000 :30, Len:  
:30  
PSA - AD Council/Foreclosure  
Prevention Assistance, ISCI:  
"Frozen" CNMA-0050-000  
:30, Len: :30  
PSA - AD Council/Foreclosure  
Prevention Assistance, ISCI:  
"Frozen" CNMA-0049-000  
:60, Len: 1:00  
PSA - AD Council/Foreclosure  
Prevention Assistance, ISCI:  
"Frozen" CNMA-0051-000  
:15, Len: :15  
PSA - AD Council/Food Safety  
Education, ISCI: "Separate"  
CNSA-0002-000 :30, Len:  
:30

## Media Filter

PSA - AD Council/Arthritis Prevention, ISCI: "James"  
CNAD-9130-1 :30, Len: :30  
PSA - AD Council/Arthritis Prevention, ISCI: "Peaches"  
CNAD-9115-1 :15, Len: :15  
PSA - AD Council/Arthritis Foundation, ISCI: "Weapon"  
CNAD-0016-000 :15, Len: :15  
PSA - AD Council/Arthritis Foundation, ISCI: "Weapon"  
CNAD-0015-000 :30, Len: :30  
PSA - AD Council/Adoption, ISCI: "Sunscreen"  
CNAU-0152-000 :30, Len: :30  
PSA - AD Council/Adoption, ISCI: "Camping Trip"  
CNAU-0126-000 :30, Len: :30  
PSA -U.S.DOT/NHTSA -CNDD-5115-13, ISCI: PROJECT ROADBLOCK  
'House Party' :15, Len: :15  
PSA -Nat'l Marrow Donor Pgm- XBTM-09055, ISCI: "BE"  
Shaquille O'Neal/Be The Match :30, Len: :30  
PSA - USO-NC/NCAB Vietnam Vets Welcome Home Celebration, ISCI: VIETNAM "Quincy Collins" March 31, 2012 :30, Len: :30  
PSA - USO, ISCI: "Portraits" :30, Len: :30  
PSA - USO, ISCI: "Portraits" :60, Len: 1:00  
PSA - United States Olympic Committee, ISCI: "Raise Our Flag" :30, Len: :30  
PSA - United States Olympic Committee, ISCI: "Raise Our Flag" :15, Len: :15  
PSA - The Way to Happiness - PSA # 7, ISCI: "Seek to Live with the Truth" :60, Len: 1:00  
PSA - The AD Council - CNLU-8130-9, ISCI: "Tough" College Access :30, Len: :30  
PSA - Teen Suicide Prevention - CNTS-9130-1, ISCI: "We Can Help Us" :30, Len: :30  
PSA - Solar Energy Industries Assoc., ISCI: "Welcome to ... Solar Gen." WGCB1878911 :30, Len: :30  
PSA - Solar Energy Industries Assoc., ISCI: "Welcome to ... Solar Gen." WGA1878911 :60, Len: 1:00  
PSA - Solar Energy Industries Assoc., ISCI: "Welcome to ... Solar Gen." WGCC1878911 :15, Len: :15

## Media Filter

PSA - Pru. Foundation Spirit of  
Community Awds, ISCI: "Start  
Where We Can" :30, Len: :30  
PSA - Pru. Foundation Spirit of  
Community Awds, ISCI: "Start  
Where We Can" :15, Len: :15  
PSA - Plowshare Group/U.S.  
Dept. of Health & Human  
Svc., ISCI: "Symptoms"  
ZPLW-5360H :60, Len: 1:00  
PSA - Plowshare Group/U.S.  
Dept. of Health & Human  
Svc., ISCI: "Symptoms"  
ZPLW-6630H :30, Len: :30  
PSA - Peace Corps , ISCI:  
"Conversations" :30,  
Len: :30  
PSA - Peace Corps , ISCI: "Life  
Is Calling" :30, Len: :30  
PSA - Peace Corps , ISCI: "Life  
Is Calling" :60, Len: 1:00  
PSA - NC Orthopaedic  
Association, ISCI: "Sedentary"  
:60, Len: 1:00  
PSA - NC Orthopaedic  
Association, ISCI: "Sedentary"  
:30, Len: :30  
PSA - Nat'l Foundation for  
Credit Counseling 16969B, ISCI:  
"Housing Stories" Avoiding  
Foreclosure :30, Len: :30  
PSA - Coast Guard/Reserve -  
BORN READY, ISCI:  
ZCGD0004 "The Workout"  
NCAB :15, Len: :15  
PSA - Coast Guard/Reserve -  
BORN READY, ISCI:  
ZCGD0002 "The Ride" NCAB  
:15, Len: :15  
PSA - Coast Guard/Reserve -  
BORN READY, ISCI:  
ZCGD0003 "The Ride" NCAB  
:30, Len: :30  
PSA - Coast Guard/Reserve -  
BORN READY, ISCI:  
ZCGD0005 "The Workout"  
NCAB :30, Len: :30  
PSA - CDC/Childhood  
Immunization Campaign, ISCI:  
"Power to Protect" :30,  
Len: :30  
PSA - Best Friends Animal  
Society, ISCI: "Infographic -  
OMG" (Spay/Neuter) :60,  
Len: 1:00  
PSA - American Kidney Fund,  
ISCI: "Pair Up" :30, Len:  
:30  
PSA - Alcoholics Anonymous,  
ISCI: "My World" 18610B  
:30, Len: :30

## Media Filter

PSA - AD Council/Wildfire Prevention, ISCI: "Diner Revise 2" CNFF-0065-000 :30, Len: :30

PSA - AD Council/Veteran Support, ISCI: "Camouflage" CNIA-0030-000 :60, Len: 1:00

PSA - AD Council/Pet Adoption, ISCI: "Olive" CNPA-9131-1 :30, Len: :30

PSA - AD Council/Discovering Nature, ISCI: "This Is A Forest" CNFT-0034-000 :15, Len: :15

PSA - AD Council/Community Engagement, ISCI: "Live United - NFL" CNUL-0044-000 :15, Len: :15

PSA - AD Council/Community Engagement, ISCI: "Live United - NFL" CNUL-0046-000 :10, Len: :10

PSA - AD Council/Community Engagement, ISCI: "Coll. Crash Course"NFL CNUL-0038-000 :30, Len: :30

PSA - Spirit of Community Awards, ISCI: "Make A Difference" :15, Len: :15

PSA - Spirit of Community Awards, ISCI: "Make A Difference" :60, Len: 1:00

PSA - Spirit of Community Awards, ISCI: "Make A Difference" :30, Len: :30

PSA - America's Wireless Companies/Emergency Preparedness, ISCI: "Breaking the Silence" :30, Len: :30

PSA Tailwagger, ISCI: Tailwagger, Len: :30

PSA -Drunk Drvng Prevention -CNDD-4530-9, ISCI: PROJECT ROADBLOCK 'John Elliott' :30, Len: :30

PSA -Drunk Drvng Prevention -CNDD-4430-10, ISCI: PROJECT ROADBLOCK 'Jesselyn Rose' :30, Len: :30

PSA -Advertising Council -CNFF81303, ISCI: Wildfire Prevention Diner :30, Len: :30

PSA -Advertising Coucil Arts-CNFF84301, ISCI: Wildfires Keep it Safe :30, Len: :30

PSA -Advertising Coucil Arts-CNFF83301, ISCI: Wildfires Unexpected :30, Len: :30

PSA - Wounded Warrior Project, ISCI: Living Logo - Costner v/o ZPLW-5430 :30, Len: :30



## Media Filter

PSA - USO-NC/NCAB Vietnam  
Vets Welcome Home  
Celebration, ISCI: VIETNAM  
"Hugh Shelton" March 31, 2012  
:30, Len: :30  
PSA - USO, ISCI: "Portraits"  
:15, Len: :15  
PSA - THE MUPPETS, ISCI:  
ZPLW 11430 "Muppets Holiday  
Safety" :30, Len: :30  
PSA - The Foundation for A  
Better Life , ISCI: "The Race"  
FZAA 1067 :60, Len: 1:00  
PSA - The Foundation for A  
Better Life , ISCI: "Locker"  
FZAA 1065 :15, Len: :15  
PSA - The AD Council/Hispanic  
Scholarship Fund, ISCI: "Julian"  
CNSF-9130-1 :30, Len: :30  
PSA - The AD Council/GED  
Achievement, ISCI: "Barriers"  
CNGD-9130-1 :30, Len: :30  
PSA - The AD  
Council/Fatherhood  
Involvement, ISCI: "Ruckus"  
CNFI-0036000 :30, Len:  
:30  
PSA - The AD Council/Clinton  
Bush Haiti Fund, ISCI: "Clinton  
& Bush Haiti Relief"  
CNHF-0007000 :30, Len: :30  
PSA - NFLPA - EP2009SH,  
ISCI: Pres.Obama/NFLPA  
United We Serve :30, Len: :30  
PSA - National Foundation for  
Infectious Diseases, ISCI: "Are  
You That Guy?" flu  
awareness/prev. :30, Len: :30  
PSA - Military Pathways/Step  
To Healing, ISCI: "The First  
Step" :15, Len: :15  
PSA - Military Pathways/Step  
To Healing, ISCI: "The First  
Step" :30, Len: :30  
PSA - Girl Scouts 2011 -  
GRUS0037000H, ISCI: Park  
Girls "What Did You Do  
Today?" :60, Len: 1:00  
PSA - Girl Scouts 2011 -  
GRUS0036000H, ISCI: Park  
Girls "What Did You Do  
Today?" :30, Len: :30  
PSA - Dave Thomas  
Foundation for  
Adoption/National Adoption  
Day, ISCI: "One Day"  
featuring Willie Garson :30,  
Len: :30  
PSA - Congressional Families  
Public Svc. Campaign, ISCI:  
Cong. Families Pub. Svc.  
"Kissel - NC" :30, Len: :30

## Media Filter

PSA - CDC/2010 Influenza  
Vaccination Campaign, ISCI:  
"The Flu Ends With U" :30,  
Len: :30  
PSA - American Lung  
Association, ISCI: Faces of  
Influenza YXAB4179 :15,  
Len: :15  
PSA - American Heart  
Association, ISCI: "My Heart.  
My Life." w/Mariah Carey  
:30, Len: :30  
PSA - Alcoholics Anonymous -  
30TSTM06/CC, ISCI:  
Testimonials :30, Len: :30  
PSA - Alcoholics Anonymous -  
15TSTM06/CC, ISCI:  
Testimonials :15, Len: :15  
PSA - AHAF - Alzheimer's,  
ISCI: Understanding this  
Debilitating Disease :30, Len:  
:30  
PSA - AD Council/Pet  
Adoption, ISCI: "Andy"  
CNPA-9415-1 :15, Len: :15  
PSA - AD Council/Pet  
Adoption, ISCI: "Ditched"  
CNPA-9130-7 :30, Len: :30  
PSA - AD Council/Pet  
Adoption, ISCI: "Shemp"  
CNPA-9132-1 :30, Len: :30  
PSA - AD Council/Hunger  
Prevention, ISCI: "Aaron/CJ"  
Charlotte/CNFA-0100000  
:30, Len: :30  
PSA - AD Council/H.S. Dropout  
Prevention, ISCI: "4 Miles"  
CNOG-0102000 :30, Len: :30  
PSA - AD Council/Energy  
Efficiency, ISCI: "Oven"  
:30, Len: :30  
PSA - AD Council/Energy  
Efficiency, ISCI: "Cliff" :30,  
Len: :30  
PSA - AD Council/Energy  
Efficiency, ISCI: "Cliff" :10,  
Len: :10  
PSA - NC Orthopaedic  
Association, ISCI: "Froggy" -  
Distracted Driving :15, Len:  
:15  
PSA - NC Orthopaedic  
Association, ISCI: "Froggy" -  
Distracted Driving :30, Len:  
:30  
PSA - Dave Thomas  
Foundation for Adoption, ISCI:  
Nat'l Adoption Day 'One Day'  
featuring Willie Garson :30,  
Len: :30  
PSA - NHTSA -CNDD-8515-3,  
ISCI: PROJECT ROADBLOCK  
'Post Crash :15, Len: :15

## Media Filter

PSA -Department of  
Health-TABS05730, ISCI: Teen  
Sex :30, Len: :30  
PSA - USAID - CIDI, ISCI:  
"A Walk Through Disaster"  
:30, Len: :30  
PSA - USA Swimming/Swim  
Today 2012, ISCI: "America's  
Swim Team" :30, Len: :30  
PSA - USA Swimming/Swim  
Today 2012, ISCI: "Summer  
Sanders" :30, Len: :30  
PSA - The Arc For people with  
intellectual & developmental  
disabilities, ISCI: "The Hages"  
TARC1130 :30, Len: :30  
PSA - The Arc For people with  
intellectual & developmental  
disabilities, ISCI: "Adrian"  
TARC1260 :60, Len: 1:00  
PSA - The AD Council/Making  
Home Affordable, ISCI: "I'm  
Home 2" CNMA-9230-1  
:30, Len: :30  
PSA - The AD Council/Financial  
Literacy, ISCI: "Armored Car"  
CNFN-0011000 :30, Len:  
:30  
PSA - The AD Council/Financial  
Literacy, ISCI: "Royal Family"  
CNFN-0012000 :30, Len:  
:30  
PSA - The AD  
Council/Fatherhood  
Involvement, ISCI: "Surgery"  
CNFI-0035000 :30, Len:  
:30  
PSA - The AD  
Council/Campaign for Mental  
Health Recovery, ISCI:  
"Anthem" CNMR-9130-1  
:30, Len: :30  
PSA - PETA / Loretta Lynn,  
ISCI: I Wanna Be Free (don't  
chain dog outside) , Len: :30  
PSA - PETA, ISCI: "Don't  
Chain Your Dog" - Alice Connor  
:30, Len: :30  
PSA - NC Division of Tourism -  
NCT-3202B, ISCI: "Dotted Line  
Golf" :30, Len: :30  
PSA - NC Division of Tourism -  
NCT-3143B, ISCI: "GPS"  
:30, Len: :30  
PSA - Federal Citizen  
Information Center, ISCI:  
"Life's Transitions" :10, Len:  
:10  
PSA - Federal Citizen  
Information Center, ISCI:  
"Life's Transitions" :60, Len:  
1:00

## Media Filter

PSA - Federal Citizen  
Information Center, ISCI:  
"Life's Transitions" :30, Len:  
:30  
PSA - Families Fighting Flu,  
ISCI: "Choose You Over the  
Flu" :30, Len: :30  
PSA - Families Fighting Flu,  
ISCI: "Choose You Over the  
Flu" :60, Len: 1:00  
PSA - Families Fighting Flu,  
ISCI: "Choose You Over the  
Flu" :15, Len: :15  
PSA - Deepwater Horizon Oil  
Spill Litigation Class Action  
Notice, ISCI: Deepwater  
Horizon: Court Supervised  
Settlement Program :30, Len:  
:30  
PSA - Dave Thomas  
Foundation for Adoption, ISCI:  
JUST A KID - YXAB-4053  
:15, Len: :15  
PSA - Dave Thomas  
Foundation for Adoption, ISCI:  
ADOPTION MYTHS -  
YXAB-4052 :30, Len: :30  
PSA - Dave Thomas  
Foundation for Adoption, ISCI:  
EVERY CHILD NEEDS LOVE  
:30, Len: :30  
PSA - Dave Thomas  
Foundation for Adoption, ISCI:  
JUST A KID - YXAB-4051  
:30, Len: :30  
PSA - Council for Economic  
Education, ISCI: "Awkward  
Conversations 30SD"  
:30, Len: :30  
PSA - American Society of  
Plastic Surgeons, ISCI: "White  
Coat Deception" :30, Len: :30  
PSA - America's Navy, ISCI:  
"Start Small" :30,  
Len: :30  
PSA - AD Council/Pet  
Adoption, ISCI: "White Collar"  
CNPA-0024000 :30, Len: :30  
PSA - Ad Council/Haiti Relief,  
ISCI: "HAITI RELIEF -  
Michelle Obama" :30, Len:  
:30  
PSA - AD Council/GED  
Achievement, ISCI: "Pep Talk  
- Multicultural" CNGA0004000  
:60, Len: 1:00  
PSA - AD Council/GED  
Achievement, ISCI: "Pep Talk  
- with Jerry Stiller"  
CNGA0002000 :30, Len: :30

## Media Filter

PSA - AD Council/GED  
Achievement, ISCI: "Pep Talk  
- Multicultural" CNGA0005000  
:30, Len: :30  
PSA - AD Council/Emergency  
Preparedness, ISCI: "World  
Upside Down"  
CNHL-0087-000 :60, Len: 1:00  
PSA -VETERANS AFFAIRS,  
ISCI: SUICIDE PREVENTION  
- Gary Sinise, Len: :30  
PSA -NAB - Action Spots,  
ISCI: NAB - Action Help Now  
15, Len: :15  
PSA -NAB - Action Spots,  
ISCI: NAB - Action Enjoy 30,  
Len: :30  
PSA -NAB - Action Spots,  
ISCI: NAB - Action Help Now  
30, Len: :30  
PSA -NAB - Action Spots,  
ISCI: NAB - Action Help Now  
30, Len: :30  
PSA -Department of  
Health-TABS 097 30, ISCI:  
MIMES, Len: :30  
PSA - Wounded Warrior Project,  
ISCI: ZPLW5530 "Hand  
Warrior" :30, Len: :30  
PSA - U.S. Dept. of Veterans  
Affairs, ISCI: "Common  
Journey" :60, Len:  
1:00  
PSA - U.S. Dept. of Veterans  
Affairs, ISCI: "Common  
Journey" :30, Len:  
:30  
PSA - The Natl Ctr on Addiction  
& Substance Abuse at Columbia  
U., ISCI: Family Day "Age  
Marks" - Evergreen :30,  
Len: :30  
PSA - The AD Council/Fight  
Arthritis Pain, ISCI: "Steve"  
CNAD-0006000 :30, Len:  
:30  
PSA - The AD Council/Fight  
Arthritis Pain, ISCI: "James"  
CNAD-0005000 :30, Len:  
:30  
PSA - Arbor Day  
Foundation/Replanting Our Nat'l  
Forests, ISCI: "Now Our  
Forests Depend on Us" :10,  
Len: :10  
PSA - Arbor Day  
Foundation/Replanting Our Nat'l  
Forests, ISCI: "Now Our  
Forests Depend on Us" :60,  
Len: 1:00

## Media Filter

PSA - Arbor Day  
Foundation/Replanting Our Nat'l  
Forests, ISCI: "Now Our  
Forests Depend on Us" :30,  
Len: :30  
PSA - AMERICAN RED  
CROSS, ISCI: "Change A Life:  
Give Blood", Len: :30  
PSA - America's Navy, ISCI:  
"Start Small" :15,  
Len: :15  
PSA - AD Council/GED  
Achievement, ISCI: "Pep Talk  
- Text" CNGA0031000 :30,  
Len: :30  
PSA - AD Council/Emergency  
Preparedness, ISCI:  
"Consequences"  
CNHL-0081-000 :30, Len: :30  
PSA - AD Council/Emergency  
Preparedness, ISCI: "Flood"  
CNHL-0086-000 :10, Len: :10  
PSA - AD Council/Community  
Engagement, ISCI: "United By  
Mission" CNUL-0091-000 :30,  
Len: :30  
PSA - AD Council/Community  
Engagement, ISCI: "United By  
Mission" CNUL-0094-000 :15,  
Len: :15  
PSA - EITC \_CAROLINAS  
PSA Campaign, ISCI: Grocery  
Store, Len: :30  
PSA -NAB - Action Spots,  
ISCI: NAB - Action Enjoy 15,  
Len: :15  
PSA -Crisis Assistance Ministry,  
ISCI: Donations :15, Len: :15  
PSA -BIG BROTHERS BIG  
SISTERS, ISCI: BIG  
BROTHERS BIG SISTERS,  
Len: :30  
PSA - Wasting Water Is Weird,  
ISCI: "Waterfall.org"  
DRIP0001 :30, Len: :30  
PSA - Wasting Water Is Weird,  
ISCI: "Dishwasher.org SD"  
DRIP0008 :30, Len: :30  
PSA - Vietnam Veterans  
Memorial Fund, ISCI: "Ed  
Freeman" w/Dale Dye :30,  
Len: :30  
PSA - Vietnam Veterans  
Memorial Fund, ISCI: "Rise  
Up" w/Dale Dye :30, Len:  
:30  
PSA - Vietnam Veterans  
Memorial Fund, ISCI:  
"Mementos" - Build the Center  
w/C. Powell :60, Len: 1:00

## Media Filter

PSA - USO-NC/NCAB Vietnam  
Vets Welcome Home  
Celebration, ISCI: VIETNAM  
VETS Homecoming March 31st  
- 9:00AM :30, Len: :30  
PSA - USO-NC/NCAB Vietnam  
Vets Welcome Home  
Celebration, ISCI: VIETNAM  
VETS Homecoming March 31st  
- 9:00AM :15, Len: :15  
PSA - USO, ISCI: "Aftermath"  
:10, Len: :10  
PSA - USO, ISCI: "Aftermath"  
:30, Len: :30  
PSA - USO, ISCI: "Aftermath"  
:15, Len: :15  
PSA - The AD Council/Wildfire  
Prevention, ISCI: "Bonfire"  
CNFF-0037000 :30, Len: :30  
PSA - The AD Council/Wildfire  
Prevention, ISCI: "Did You  
Know" CNFF-0036000  
:15, Len: :15  
PSA - The AD Council/Teen  
Dating Violence Prevention,  
ISCI: "Textual Harassment"  
CNTV-0006000 :15, Len: :15  
PSA - The AD Council/Teen  
Dating Violence Prevention,  
ISCI: "Textual Harassment"  
CNTV-0005000 :30, Len: :30  
PSA - text4baby, ISCI: "Baby  
Pictures" Localized for NC  
:30, Len: :30  
PSA - text4baby, ISCI: "Belly  
to Belly" Localized for NC  
:30, Len: :30  
PSA - Ronald McDonald House  
, ISCI: RMH012909301/Ronald  
McDonald House : 30, Len: :30  
PSA - Recreational Boating &  
Fishing/Take Me Fishing, ISCI:  
RBFF0411 "PSA Test"  
:30, Len: :30  
PSA - Partnership for a  
Drug-Free America, ISCI:  
"Emotional Drugs/Denial"  
DETP-0456CAR :30, Len: :30  
PSA - Partnership for a  
Drug-Free America, ISCI:  
"Emotional Drugs/Enabling"  
DETP-0454CAR :30, Len: :30  
PSA - Miss America  
Organization, ISCI: "Reverse  
the Statistic" w/Miss America  
2011 :30, Len: :30  
PSA - Boys Town Nat'l Hotline,  
ISCI: "Survival" - Teen :60,  
Len: 1:00  
PSA - AMERICAN HUMANE -  
AHAT\_8005, ISCI: HERO 30,  
Len: :30

## Media Filter

PSA - American Academy of Dermatology/Spot Skin Cancer, ISCI: "Golf" :30, Len: :30

PSA - American Academy of Dermatology/Spot Skin Cancer, ISCI: "Golf" :60, Len: 1:00

PSA - AHA Go Red For Women 2012, ISCI: "Just a Little Heart Attack" w/Eliz. Banks :30, Len: :30

PSA - AHA Go Red For Women 2012, ISCI: "Go Red with Betty White and Friends" :30, Len: :30

PSA - AHA Go Red For Women 2012, ISCI: "Go Red for Women" :30, Len: :30

PSA - AD Council/Veteran Support, ISCI: "Alone (Revised)" CNIA-0035-000 :60, Len: 1:00

PSA FCC 30-second EAS Nat'l Test, ISCI: FCC EAS National Test NOV 9th :30, Len: :30

PSA FCC 15-second EAS Nat'l Test, ISCI: FCC EAS National Test NOV 9th :15, Len: :15

PSA -US Forest Service, Ad Council -CNFT91303, ISCI: "The Other You" :30, Len: :30

PSA -US Dept of Health, Ad Council -CNLP-9215-3, ISCI: Lupus Awareness 'Diaries - Ladan' :15, Len: :15

PSA -NHTSA, Ad Council -CNDD-8515-4, ISCI: Drunk Driving Prevention 'Post Crash' :15, Len: :15

PSA -Nat'l Inventors H of F, US Patent Ofc. -CNIN81305, ISCI: "Suction Tires" :30, Len: :30

PSA -Lumina/ACE, Ad Council -CNLU-8115-5, ISCI: College Access 'Tough' :15, Len: :15

PSA -AICPA, Ad Council -CNFY-8115-3, ISCI: Financial Literacy 'Brown Bag' :15, Len: :15

PSA -Advertising Council Arts-CNAF-8215-1, ISCI: Brahms Breakfast :30, Len: :30

PSA -Advertising Council Arts -CNAF, ISCI: Vincent :30, Len: :30

PSA - YMCA, ISCI: YMCA: This is Why :60, Len: 1:00

PSA - YMCA, ISCI: YMCA: This is Why :30, Len: :30



## Media Filter

PSA - www.Souperbowl.org,  
ISCI: SOUPER BOWL OF  
CARING 30, Len: :30  
PSA - World Wildlife  
Foundation, ISCI: "DON'T  
WAIT" featuring Big Yellow  
Taxi-Counting Crows :30, Len:  
:30  
PSA - World Wildlife  
Foundation, ISCI: "DON'T  
WAIT" featuring Big Yellow  
Taxi-Counting Crows :60, Len:  
1:00  
PSA - Vietnam Veterans  
Memorial Fund, ISCI: "Touch  
the Wall"-Build the Center /T.  
Selleck :60, Len: 1:00  
PSA - Vietnam Veterans  
Memorial Fund, ISCI: "Stories  
Never Forgotten" w/Gary  
Sinise :30, Len: :30  
PSA - Stand Up 2 Cancer 2012,  
ISCI: Local Insert with  
Carolinas HealthCare :90, Len:  
1:30  
PSA - STAND UP 2 CANCER  
2012, ISCI: Local Insert -  
Colleen O. interview w/doc  
from Carolinas HealthCare  
:90, Len: 1:30  
PSA - STAND UP 2 CANCER  
2012, ISCI: Local Insert -  
Colleen O. interview w/doc  
from Carolinas HealthCare  
:90, Len: 1:30  
PSA - San Diego Zoo Wildlife  
Conservancy, ISCI: "Breed  
Love" :30, Len: :30  
PSA - San Diego Zoo Wildlife  
Conservancy, ISCI: "Breed  
Love" :15, Len: :15  
PSA - Nat'l Alcohol & Drug  
Addiction Recovery, ISCI:  
"Hard Work" :15, Len: :15  
PSA - Nat'l Alcohol & Drug  
Addiction Recovery, ISCI:  
"Mother" :30, Len: :30  
PSA - Nat'l Alcohol & Drug  
Addiction Recovery, ISCI:  
"Hard Work" :30, Len: :30  
PSA - Nat'l Alcohol & Drug  
Addiction Recovery, ISCI:  
"Mother" :15, Len: :15  
PSA - Miss America  
Organization, ISCI: "Reverse  
the Statistic" w/Miss America  
2011 :20, Len: :20  
PSA - Miss America  
Organization, ISCI: "Drive  
SMART" w/Miss America 2011  
:20, Len: :20

Media Filter	PSA - Miss America Organization, ISCI: "Drive SMART" w/Miss America 2011 :30, Len: :30 PSA - Goodwill Industries of the Southern Piedmont, ISCI: GOOD WILL FIRE DONATE :30, Len: :30 PSA - Council on American-Islamic Relations, ISCI: "Golden Rule" :30, Len: :30 PSA - Boys Town Nat'l Hotline, ISCI: "One Crisis Away" - Parent :30, Len: :30 PSA - Boys Town Nat'l Hotline, ISCI: "One Crisis Away" - Parent :60, Len: 1:00 PSA - Boys Town Nat'l Hotline, ISCI: "Survival" - Teen :30, Len: :30 PSA - Blumenthal Cancer Center, ISCI: "Stand Up To Cancer" LOCAL Cut-In :90, Len: 1:30 PSA - Barron Prize for Young Heroes, ISCI: "Nominate A Young Hero" 2012 :60, Len: 1:00 PSA - Barron Prize for Young Heroes, ISCI: "Nominate A Young Hero" 2012 :30, Len: :30 PSA - AD Council/Financial Literacy, ISCI: "Chase" Localized for NC CNFN0018000 :30, Len: :30
Section Level(s)	<All Sections>
Level 1 Grouping	<None>
Level 2 Grouping	<None>
Level 3 Grouping	<None>
Page Break After Groups	<No Page Breaks>
Sort Order 1	Broadcast Date
Sort Order 2	Air Time
Sort Order 3	<None>
Show Details	Yes
Display Estimated Value	AUR
Display Program Revenue Summary	Do Not Display Estimated Value
Include \$0 orders in AUR	No
Media Description	Default (Media Description) with Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AUR's are rounded to the nearest \$, consequently the sum of the individual AUR's in a group may not exactly match the group's AUR.

DO NOT USE THIS REPORT TO EXAMINE PROJECTED COPY ON UNLOCKED LOGS - use the Copy - Projected Rotation Report - as the Media Announcement Report's copy assignments are not guaranteed until logs are locked.

# Media - Announcements and Zero Value Spot Placement Report

	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1739564	WCNC	71709		7/1/12	12:43:40 pm	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Mirror Mirror	0			\$37
aaa	1739564	WCNC	71709		7/1/12	1:33:57 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Paid Program 1230a	0			\$425
aaa	1739564	WCNC	71709		7/1/12	2:17:08 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Dateline NBC Sunday AN	0			\$0
aaa	1408360	WCNC	71186		7/1/12	2:47:57 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1634615	WCNC	71523		7/1/12	2:48:27 am	PSA - National Guard "Defining Moments"	ZNGB1003 "Fire" North Carolina :30	:30	12/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1408358	WCNC	71185		7/1/12	3:32:36 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Meet The Press AN	0			\$0
aaa	1535661	WCNC	71341		7/1/12	3:33:06 am	PSA - PETA	"Don't Chain Your Dog" - Alice Connor :30	:30	12/31/12	Meet The Press AN	0			\$0
aaa	1597298	WCNC	71473		7/1/12	3:33:36 am	PSA - negligentdriving.com /American Beverage Institute	"Don't Text and Drive" ABI-051111 :30	:29	12/31/12	Meet The Press AN	0			\$0
aaa	1674342	WCNC	71607		7/1/12	3:34:06 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0003 "The Ride" NCAB :30	:30	8/12/12	Meet The Press AN	0			\$0
aaa	1681489	WCNC	71621		7/1/12	3:57:41 am	PSA - Vietnam Veterans Memorial Fund	"Stories Never Forgotten" w/Gary Sinise :30	:31	12/31/12	Meet The Press AN	0			\$0
aaa	1692656	WCNC	71659		7/1/12	3:58:12 am	PSA - San Diego Zoo Wildlife Conservancy	"Bring Me Back" :30	:30	12/31/13	Meet The Press AN	0			\$0
aaa	1681533	WCNC	71638		7/1/12	3:58:42 am	PSA - AD Council/Pet Adoption	"Sand Castle" CNPA0053000 :30	:30	10/20/12	Meet The Press AN	0			\$0
aaa	1739564	WCNC	71709		7/3/12	4:15:41 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Early Today	0			\$10
sss	525627	WCNC	70499		7/3/12	5:10:18 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	News @ 5am	0			\$87
aaa	1408358	WCNC	71185		7/3/12	2:27:27 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1739564	WCNC	71709		7/3/12	2:27:57 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Today All Night	0			\$0
aaa	1408360	WCNC	71186		7/3/12	2:38:14 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Today All Night	0			\$0
aaa	1713447	WCNC	71685		7/3/12	2:38:44 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :60	1:00	3/31/14	Today All Night	0			\$0
aaa	1726331	WCNC	71703		7/3/12	3:42:48 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Mad Money AN with Jim Cramer	0			\$0



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sss Indicates zero dollar spot is on locked log -s- indicates zero dollar spot on unlocked log

aaa Indicates announcement is on locked log -a- indicates announcement on unlocked log. Note that announcements placed on actual contracts will only show as such after media has been applied to the spots.

In the case of unlocked logs:  
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The counts for each group indicate the number of spots where it was possible to establish an equivalent AUR

# Media - Announcements and Zero Value Spot Placement Report

	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1696201	WCNC	71665		7/3/12	3:43:48 am	PSA - South Carolina State Government	Reporting Suspected Fraudulent Activity :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1713439	WCNC	71679		7/3/12	3:58:17 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :60	1:00	2/28/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1674342	WCNC	71607		7/3/12	3:59:17 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0003 "The Ride" NCAB :30	:30	8/12/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1674340	WCNC	71606		7/4/12	1:31:33 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0004 "The Workout" NCAB :15	:15	8/12/12	Late Night with Jimmy Fallon	0			\$27
aaa	1408360	WCNC	71186		7/4/12	2:04:00 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Last Call with Carson Daly	0			\$0
aaa	1634621	WCNC	71526		7/4/12	2:04:30 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Last Call with Carson Daly	0			\$0
aaa	1634615	WCNC	71523		7/4/12	2:27:29 am	PSA - National Guard "Defining Moments"	ZNGB1003 "Fire" North Carolina :30	:30	12/31/12	Today All Night	0			\$0
aaa	1721332	WCNC	71695		7/4/12	2:27:59 am	PSA - National Drowning Prevention Alliance	"Mission Impossible" :60	1:00	9/15/12	Today All Night	0			\$0
aaa	1681525	WCNC	71635		7/4/12	2:40:06 am	PSA - Teens Drive Smart/Bridgestone Americas Trust Fund	"My Best Friend Jake" :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1696201	WCNC	71665		7/4/12	2:41:06 am	PSA - South Carolina State Government	Reporting Suspected Fraudulent Activity :30	:30	12/31/13	Today All Night	0			\$0
aaa	1726285	WCNC	71700		7/4/12	2:41:36 am	PSA - American Diabetes Association	"Weigh the Risks" :30	:30	12/31/13	Today All Night	0			\$0
aaa	1721337	WCNC	71697		7/4/12	3:41:14 am	PSA - Marine Corps Scholarship Foundation	"Leaving Home" :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$10
aaa	1721323	WCNC	71690		7/4/12	3:41:44 am	PSA - Girl Scouts - Year of the Girl	"Best In Me" ZPLW17030 :30	:30	3/31/17	Mad Money AN with Jim Cramer	0			\$10
aaa	1713452	WCNC	71687		7/4/12	3:58:11 am	PSA - CDC	"Jessica's Asthma Tip" VCDC0019000 :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$10
aaa	1713449	WCNC	71686		7/4/12	3:58:41 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :30	:30	3/31/14	Mad Money AN with Jim Cramer	0			\$10
aaa	1696217	WCNC	71667		7/4/12	3:59:11 am	PSA - NegligentDriving.com	Don't Text and Drive :30	:29	12/31/13	Mad Money AN with Jim Cramer	0			\$5
aaa	1739565	WCNC	71710		7/5/12	1:27:34 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :15	:15	11/30/12	Late Night with Jimmy Fallon	0			\$28
aaa	1713447	WCNC	71685		7/5/12	2:04:00 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :60	1:00	3/31/14	Last Call with Carson Daly	0			\$30
aaa	1726331	WCNC	71703		7/5/12	2:28:45 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Today All Night	0			\$20



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# Media - Announcements and Zero Value Spot Placement Report

	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1408358	WCNC	71185		7/5/12	2:29:46 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$10
aaa	1408360	WCNC	71186		7/5/12	2:40:45 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Today All Night	0			\$10
aaa	1726285	WCNC	71700		7/5/12	2:41:15 am	PSA - American Diabetes Association	"Weigh the Risks" :30	:30	12/31/13	Today All Night	0			\$10
aaa	1721334	WCNC	71696		7/5/12	2:41:45 am	PSA - National Drowning Prevention Alliance	"Mission Impossible" :30	:30	9/15/12	Today All Night	0			\$10
aaa	1696217	WCNC	71667		7/5/12	3:41:46 am	PSA - NegligentDriving.com	Don't Text and Drive :30	:29	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1674342	WCNC	71607		7/5/12	3:42:15 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0003 "The Ride" NCAB :30	:30	8/12/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1634621	WCNC	71526		7/5/12	3:57:44 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1670478	WCNC	71572		7/5/12	3:58:15 am	PSA - U.S. Marines	"For Us All" :60	1:00	12/13/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1713440	WCNC	71680		7/5/12	3:59:15 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :30	:30	2/28/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1739564	WCNC	71709		7/6/12	1:52:20 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Last Call with Carson Daly	0			\$15
aaa	1408358	WCNC	71185		7/6/12	2:04:29 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Last Call with Carson Daly	0			\$15
aaa	1408360	WCNC	71186		7/6/12	2:27:29 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Today All Night	0			\$0
aaa	1634621	WCNC	71526		7/6/12	2:27:59 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Today All Night	0			\$0
aaa	1674342	WCNC	71607		7/6/12	2:38:57 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0003 "The Ride" NCAB :30	:30	8/12/12	Today All Night	0			\$0
aaa	1670478	WCNC	71572		7/6/12	2:39:27 am	PSA - U.S. Marines	"For Us All" :60	1:00	12/13/12	Today All Night	0			\$0
aaa	1721334	WCNC	71696		7/6/12	2:40:27 am	PSA - National Drowning Prevention Alliance	"Mission Impossible" :30	:30	9/15/12	Today All Night	0			\$0
aaa	1713440	WCNC	71680		7/6/12	3:48:20 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :30	:30	2/28/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1692575	WCNC	71651		7/6/12	3:48:50 am	PSA - NC Orthopaedic Association	"Sedentary" :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1674339	WCNC	71605		7/6/12	3:49:20 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0005 "The Workout" NCAB :30	:30	8/12/12	Mad Money AN with Jim Cramer	0			\$0



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# Media - Announcements and Zero Value Spot Placement Report

	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1649344	WCNC	71551		7/6/12	3:58:21 am	PSA - American Society of Plastic Surgeons	"White Coat Deception" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1645935	WCNC	71543		7/6/12	3:58:51 am	PSA - Discovery Education/Explore the Blue	"Protect Our Waterways" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1634615	WCNC	71523		7/6/12	3:59:21 am	PSA - National Guard "Defining Moments"	ZNGB1003 "Fire" North Carolina :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1739564	WCNC	71709		7/7/12	4:24:49 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	1ST Look	0			\$0
aaa	1408360	WCNC	71186		7/7/12	4:25:49 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	1ST Look	0			\$0
aaa	1739564	WCNC	71709		7/7/12	4:58:33 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Paid Program 430a	0			\$125
aaa	1408358	WCNC	71185		7/7/12	2:57:35 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Paid Program 230a	0			\$10
aaa	1408360	WCNC	71186		7/7/12	3:28:35 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Paid Program 300a	0			\$30
aaa	1634621	WCNC	71526		7/7/12	3:58:35 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Paid Program 330a	0			\$43
aaa	1667107	WCNC	71561		7/7/12	3:59:20 am	PSA - AD Council/Project Roadblock	CNDD0058000 "Bar Math" :30	:30	12/14/12	Paid Program 330a	0			\$43
aaa	1674342	WCNC	71607		7/8/12	4:28:36 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0003 "The Ride" NCAB :30	:30	8/12/12	Paid Program 400a	0			\$0
aaa	1696201	WCNC	71665		7/8/12	4:58:36 am	PSA - South Carolina State Government	Reporting Suspected Fraudulent Activity :30	:30	12/31/13	Paid Program 430a	0			\$0
aaa	1739564	WCNC	71709		7/8/12	5:28:36 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Paid Program 500a	0			\$250
aaa	1739564	WCNC	71709		7/8/12	11:59:19 pm	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Whacked Out Sports	0			\$71
aaa	1408360	WCNC	71186		7/8/12	12:59:35 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Paid Program 1230a	0			\$250
aaa	1408358	WCNC	71185		7/8/12	1:29:35 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Paid Program 100a	0			\$200
aaa	1739564	WCNC	71709		7/8/12	1:43:05 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Mirror Mirror	0			\$0
aaa	1740706	WCNC	71715		7/8/12	1:58:02 am	PSA - United States Olympic Committee	"Raise Our Flag" :30	:30	7/31/12	Mirror Mirror	0			\$0
aaa	1740704	WCNC	71714		7/8/12	1:58:32 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Mirror Mirror	0			\$0
aaa	1740701	WCNC	71713		7/8/12	1:59:34 am	PSA - Serious Fun Children's Network	"Paul's Vision" :30	:30	12/31/13	Mirror Mirror	0			\$0



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aaa	1726331	WCNC	71703	7/8/12	2:19:43 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Dateline NBC Sunday AN	0			\$0
aaa	1726285	WCNC	71700	7/8/12	2:20:43 am	PSA - American Diabetes Association	"Weigh the Risks" :30	:30	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1740736	WCNC	71721	7/8/12	2:48:26 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Dateline NBC Sunday AN	0			\$0
aaa	1713443	WCNC	71683	7/8/12	2:48:56 am	PSA - World Wildlife Fund	"Connected" :60	1:00	2/28/14	Dateline NBC Sunday AN	0			\$0
aaa	1740724	WCNC	71718	7/8/12	2:49:56 am	PSA - AD Council/Energy Efficiency	"Cliff" :30	:30	7/11/13	Dateline NBC Sunday AN	0			\$0
aaa	1740769	WCNC	71730	7/8/12	3:21:00 am	PSA - American Academy of Dermatology/Spot Skin Cancer	"Golf" :30	:30	12/31/13	Dateline 2	0			\$0
aaa	1713439	WCNC	71679	7/8/12	3:21:30 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :60	1:00	2/28/14	Dateline 2	0			\$0
aaa	1740736	WCNC	71721	7/8/12	3:53:17 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Dateline 2	0			\$0
aaa	1721332	WCNC	71695	7/8/12	3:53:47 am	PSA - National Drowning Prevention Alliance	"Mission Impossible" :60	1:00	9/15/12	Dateline 2	0			\$0
aaa	1700406	WCNC	71668	7/8/12	3:54:47 am	PSA - Alex's Lemonade Stand/Fighting Childhood Cancer	"Heroes" w/actress Bailey Madison :30	:29	10/31/12	Dateline 2	0			\$0
aaa	1739564	WCNC	71709	7/9/12	4:42:25 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	News @ 430am	0			\$37
aaa	1739564	WCNC	71709	7/9/12	1:59:57 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Last Call with Carson Daly	0			\$40
aaa	1740760	WCNC	71724	7/9/12	2:29:24 am	PSA - Arbor Day Foundation/Replanting Our Nat'l Forests	"Now Our Forests Depend on Us" :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1740743	WCNC	71722	7/9/12	2:30:24 am	PSA - USA Swimming/Swim Today 2012	"America's Swim Team" :30	:30	9/2/12	Today All Night	0			\$0
aaa	1740704	WCNC	71714	7/9/12	2:40:04 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Today All Night	0			\$0
aaa	1740736	WCNC	71721	7/9/12	2:41:05 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Today All Night	0			\$0
aaa	1740763	WCNC	71727	7/9/12	3:42:22 am	PSA - U.S. Dept. of Veterans Affairs	"Common Journey" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1740723	WCNC	71717	7/9/12	3:43:22 am	PSA - American Heart Association	"My Heart. My Life." w/Mariah Carey :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$0



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aaa	1740699	WCNC	71712		7/9/12	3:58:04 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60		1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1740706	WCNC	71715		7/9/12	3:59:04 am	PSA - United States Olympic Committee	"Raise Our Flag" :30		:30	7/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1740704	WCNC	71714		7/10/12	2:25:05 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60		1:01	12/31/13	Today All Night	0			\$0
aaa	1739566	WCNC	71711		7/10/12	2:26:21 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :10		:10	11/30/12	Today All Night	0			\$0
aaa	1721332	WCNC	71695		7/10/12	2:39:15 am	PSA - National Drowning Prevention Alliance	"Mission Impossible" :60		1:00	9/15/12	Today All Night	0			\$0
aaa	1740708	WCNC	71716		7/10/12	2:40:45 am	PSA - United States Olympic Committee	"Raise Our Flag" :15		:15	7/31/12	Today All Night	0			\$0
aaa	1721319	WCNC	71689		7/10/12	3:42:09 am	PSA - Girl Scouts - Year of the Girl	"Best In Me" ZPLW6260 :60		1:00	3/31/17	Mad Money AN with Jim Cramer	0			\$0
aaa	1674343	WCNC	71608		7/10/12	3:43:09 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0002 "The Ride" NCAB :15		:14	8/12/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1713439	WCNC	71679		7/10/12	3:58:05 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :60		1:00	2/28/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1408358	WCNC	71185		7/10/12	3:59:05 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30		:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1740736	WCNC	71721		7/11/12	4:16:08 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30		:30	9/30/12	Early Today	0			\$10
aaa	1408358	WCNC	71185		7/11/12	2:26:04 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30		:30	12/31/12	Today All Night	0			
aaa	1740768	WCNC	71729		7/11/12	2:26:34 am	PSA - American Academy of Dermatology/Spot Skin Cancer	"Golf" :60		1:00	12/31/13	Today All Night	0			
aaa	1740736	WCNC	71721		7/11/12	2:27:34 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30		:30	9/30/12	Today All Night	0			
aaa	1739564	WCNC	71709		7/11/12	2:39:59 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30		:30	11/30/12	Today All Night	0			
aaa	1740763	WCNC	71727		7/11/12	2:40:29 am	PSA - U.S. Dept. of Veterans Affairs	"Common Journey" :60		1:00	12/31/13	Today All Night	0			
aaa	1674339	WCNC	71605		7/11/12	2:41:29 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0005 "The Workout" NCAB :30		:30	8/12/12	Today All Night	0			
aaa	1740704	WCNC	71714		7/11/12	3:45:05 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60		1:01	12/31/13	Mad Money AN with Jim Cramer	0			
aaa	1674342	WCNC	71607		7/11/12	3:46:07 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0003 "The Ride" NCAB :30		:30	8/12/12	Mad Money AN with Jim Cramer	0			



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aaa	1634616	WCNC	71524		7/11/12	3:57:19 am	PSA - National Guard "Defining Moments"	ZNGB1005 "Flood" North Carolina :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			
aaa	1740699	WCNC	71712		7/11/12	3:57:49 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			
aaa	1740761	WCNC	71725		7/11/12	3:58:49 am	PSA - Arbor Day Foundation/Replanting Our Nat'l Forests	"Now Our Forests Depend on Us" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			
sss	525627	WCNC	70499		7/13/12	5:42:34 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	News @ 5am	0			\$111
sss	525627	WCNC	70499		7/14/12	11:11:32 pm	PSA FCC Children's Guidelines (477700.11.0)	FCC Children's Guidelines	:30	12/31/20	News @ 11pm	0			\$489
sss	525627	WCNC	70499		7/19/12	4:43:24 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	News @ 430am	0			\$57
aaa	1645917	WCNC	71541		7/19/12	3:43:39 am	PSA - The Foundation for A Better Life	"Classroom" FZAA 1028 :60	1:00	9/1/13	Mad Money AN with Jim Cramer	0			\$10
aaa	1645882	WCNC	71537		7/19/12	3:58:22 am	PSA - The Foundation for A Better Life	"Faith In You" FZAA 1021 :60	1:00	9/1/13	Mad Money AN with Jim Cramer	0			\$10
aaa	1578471	WCNC	71410		7/19/12	3:59:22 am	PSA - Amer. Health Assistance Foundation	"Learning About Macular Degeneration" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$5
aaa	1739564	WCNC	71709		7/21/12	4:24:26 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	1ST Look	0			\$10
aaa	1740736	WCNC	71721		7/21/12	4:24:56 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	1ST Look	0			\$10
aaa	1674342	WCNC	71607		7/21/12	4:25:26 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0003 "The Ride" NCAB :30	:30	8/12/12	1ST Look	0			\$10
sss	525627	WCNC	70499		7/21/12	3:58:31 am	PSA FCC Children's Guidelines (477700.11.0)	FCC Children's Guidelines	:30	12/31/20	Paid Program 330a	0			\$43
aaa	1408358	WCNC	71185		7/21/12	3:59:16 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Paid Program 330a	0			\$43
aaa	1740768	WCNC	71729		7/22/12	1:44:22 am	PSA - American Academy of Dermatology/Spot Skin Cancer	"Golf" :60	1:00	12/31/13	Mirror Mirror	0			\$0
aaa	1740764	WCNC	71728		7/22/12	1:45:22 am	PSA - U.S. Dept. of Veterans Affairs	"Common Journey" :30	:30	12/31/13	Mirror Mirror	0			\$0
aaa	1740746	WCNC	71723		7/22/12	1:57:57 am	PSA - USA Swimming/Swim Today 2012	"Summer Sanders" :30	:30	9/2/12	Mirror Mirror	0			\$0
aaa	1740704	WCNC	71714		7/22/12	1:58:27 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Mirror Mirror	0			\$0



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aaa	1740699	WCNC	71712	7/22/12	2:18:23 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1740743	WCNC	71722	7/22/12	2:19:23 am	PSA - USA Swimming/Swim Today 2012	"America's Swim Team" :30	:30	9/2/12	Dateline NBC Sunday AN	0			\$0
aaa	1740724	WCNC	71718	7/22/12	2:48:04 am	PSA - AD Council/Energy Efficiency	"Cliff" :30	:30	7/11/13	Dateline NBC Sunday AN	0			\$0
aaa	1726331	WCNC	71703	7/22/12	2:48:34 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Dateline NBC Sunday AN	0			\$0
aaa	1726285	WCNC	71700	7/22/12	2:49:34 am	PSA - American Diabetes Association	"Weigh the Risks" :30	:30	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1408360	WCNC	71186	7/22/12	3:30:39 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Meet The Press AN	0			\$0
aaa	1692574	WCNC	71650	7/22/12	3:31:09 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	Meet The Press AN	0			\$0
aaa	1713430	WCNC	71676	7/22/12	3:32:09 am	PSA - U.S. Dept. Of Homeland Security	"Self Check - Man" :30	:30	12/31/14	Meet The Press AN	0			\$0
aaa	1492066	WCNC	71215	7/22/12	3:58:03 am	PSA - The Nature Conservancy	LIFE / MRAZ :60	1:00	12/31/12	Meet The Press AN	0			\$0
aaa	1713442	WCNC	71682	7/22/12	3:59:03 am	PSA - World Wildlife Fund	"Be the Voice - Climate" :30	:30	2/28/14	Meet The Press AN	0			\$0
aaa	1739564	WCNC	71709	7/24/12	4:16:18 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Early Today	0			\$10
aaa	1739565	WCNC	71710	7/24/12	1:58:28 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :15	:15	11/30/12	Last Call with Carson Daly	0			\$5
aaa	1740768	WCNC	71729	7/24/12	2:26:32 am	PSA - American Academy of Dermatology/Spot Skin Cancer	"Golf" :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1740704	WCNC	71714	7/24/12	2:40:16 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Today All Night	0			\$0
aaa	1674339	WCNC	71605	7/24/12	2:41:18 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0005 "The Workout" NCAB :30	:30	8/12/12	Today All Night	0			\$0
aaa	1408358	WCNC	71185	7/24/12	3:42:28 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1674342	WCNC	71607	7/24/12	3:42:58 am	PSA - Coast Guard/Reserve - BORN READY	ZCGD0003 "The Ride" NCAB :30	:30	8/12/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1408360	WCNC	71186	7/24/12	3:57:46 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Mad Money AN with Jim Cramer	0			\$0

# Media - Announcements and Zero Value Spot Placement Report

	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1634621	WCNC	71526		7/24/12	3:58:16 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1493938	WCNC	71295		7/24/12	3:58:46 am	PSA - World Wildlife Fund - savethetiger.org	"Tiger Is Running" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1739565	WCNC	71710		7/25/12	4:16:06 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :15	:15	11/30/12	Early Today	0			\$5
aaa	1750965	WCNC	71742		7/25/12	2:26:49 am	PSA - ADDA	"Own It - Shane" 1:00	1:00	12/31/13	Today All Night	0			\$0
aaa	1408358	WCNC	71185		7/25/12	2:27:49 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1740768	WCNC	71729		7/25/12	2:40:02 am	PSA - American Academy of Dermatology/Spot Skin Cancer	"Golf" :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1408360	WCNC	71186		7/25/12	2:41:02 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Today All Night	0			\$0
aaa	1740704	WCNC	71714		7/25/12	3:42:45 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Mad Money AN with Jim Cramer	0			\$10
aaa	1726331	WCNC	71703		7/25/12	3:58:39 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Mad Money AN with Jim Cramer	0			\$10
sss	525627	WCNC	70499		7/27/12	11:28:36 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	Charlotte Today	0			\$71
sss	525627	WCNC	70499		7/28/12	12:12:27 am	PSA FCC Children's Guidelines (477700.11.0)	FCC Children's Guidelines	:30	12/31/20	News @ 11pm	0			\$355
sss	525627	WCNC	70499		7/30/12	5:11:26 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	News @ 5am	0			\$108
aaa	1739564	WCNC	71709		7/31/12	4:02:26 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:09	11/30/12	Olympic Games Overnight	0			\$0
aaa	1408358	WCNC	71185		7/31/12	3:59:30 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Olympic Games Overnight	0			\$1,373
aaa	1408358	WCNC	71185		8/1/12	3:20:09 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Olympic Games Overnight	0			\$117
sss	525627	WCNC	70499		8/4/12	12:15:07 am	PSA FCC Children's Guidelines (477700.11.0)	FCC Children's Guidelines	:30	12/31/20	News @ 11pm	0			\$411
aaa	1408358	WCNC	71185		8/5/12	2:32:28 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Olympic Games Overnight	0			\$267
aaa	1750972	WCNC	71744		8/5/12	3:06:10 am	PSA - SPECIAL OLYMPICS	"Speechless" :30	:30	12/31/13	Olympic Games Overnight	0			\$267
aaa	1740743	WCNC	71722		8/5/12	3:06:40 am	PSA - USA Swimming/Swim Today 2012	"America's Swim Team" :30	:30	9/2/12	Olympic Games Overnight	0			\$267



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aaa	1739564	WCNC	71709		8/5/12	3:57:20 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Olympic Games Overnight Continues	0			\$23
sss	525627	WCNC	70499		8/8/12	4:39:26 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	News @ 430am	0			\$50
aaa	1739564	WCNC	71709		8/8/12	3:43:26 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Olympic Games Overnight	0			\$165
sss	525627	WCNC	70499		8/11/12	12:05:40 am	PSA FCC Children's Guidelines (477700.11.0)	FCC Children's Guidelines	:30	12/31/20	News @ 11pm	0			\$460
aaa	1408358	WCNC	71185		8/11/12	2:18:54 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:29	12/31/12	Olympic Games Overnight Continues	0			\$72
aaa	1408360	WCNC	71186		8/11/12	2:27:51 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:05	10/31/12	Olympic Games Overnight Continues	0			\$0
aaa	1740760	WCNC	71724		8/12/12	12:33:30 am	PSA - Arbor Day Foundation/Replanting Our Nat'l Forests	"Now Our Forests Depend on Us" :60	1:00	12/31/12	Olympic Games Late Night London Encore	0			\$0
aaa	1515860	WCNC	71296		8/13/12	2:04:30 am	PSA - CureSearch for Children's Cancer	"Jeff Gordon" Evergreen CS-JG-30 :30	:29	12/31/12	Last Call with Carson Daly	0			\$24
sss	525627	WCNC	70499		8/14/12	5:11:05 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	News @ 5am	0			\$110
aaa	1408358	WCNC	71185		8/14/12	2:24:39 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$5
aaa	1408360	WCNC	71186		8/14/12	2:39:40 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Today All Night	0			\$5
aaa	1739564	WCNC	71709		8/14/12	3:42:42 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1740736	WCNC	71721		8/14/12	3:57:15 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1740761	WCNC	71725		8/14/12	3:58:45 am	PSA - Arbor Day Foundation/Replanting Our Nat'l Forests	"Now Our Forests Depend on Us" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
sss	525627	WCNC	70499		8/19/12	9:33:26 pm	PSA FCC Children's Guidelines (477700.11.0)	FCC Children's Guidelines	:30	12/31/20	NFL Pre Season Football	0			\$4,567
sss	525627	WCNC	70499		8/22/12	5:43:05 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	News @ 5am	0			\$120
aaa	1740704	WCNC	71714		8/22/12	2:26:32 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Today All Night	0			\$0
aaa	1740699	WCNC	71712		8/22/12	2:39:52 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1667107	WCNC	71561		8/22/12	2:40:52 am	PSA - AD Council/Project Roadblock	CNDD0058000 "Bar Math" :30	:30	12/14/12	Today All Night	0			\$0



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aaa	1750965	WCNC	71742		8/22/12	3:44:02 am	PSA - ADDA	"Own It - Shane" 1:00	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1408358	WCNC	71185		8/22/12	3:57:23 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1692574	WCNC	71650		8/22/12	3:58:23 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1713443	WCNC	71683		8/23/12	2:24:35 am	PSA - World Wildlife Fund	"Connected" :60	1:00	2/28/14	Today All Night	0			\$0
aaa	1492081	WCNC	71221		8/23/12	2:25:35 am	PSA - Boys Town Nat'l Hotline-BTH60HLPT A	"Help" - Teen :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1579550	WCNC	71426		8/23/12	2:40:46 am	PSA - AD Council/College Access	"Skate" CNLU-0043-000 :60	1:00	2/1/13	Today All Night	0			\$0
aaa	1645917	WCNC	71541		8/23/12	3:40:40 am	PSA - The Foundation for A Better Life	"Classroom" FZAA 1028 :60	1:00	9/1/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1681501	WCNC	71623		8/23/12	3:41:40 am	PSA - AD Council/Financial Literacy	"Chase" Localized for NC CNFN0018000 :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1726285	WCNC	71700		8/23/12	3:57:08 am	PSA - American Diabetes Association	"Weigh the Risks" :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1578465	WCNC	71407		8/23/12	3:58:08 am	PSA - Nat'l Credit Union Association	"Twins" :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1740699	WCNC	71712		8/24/12	2:25:08 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Today All Night	0			
aaa	1726337	WCNC	71706		8/24/12	2:26:08 am	PSA - AD Council/GED Achievement	"Pep Talk - Text" CNGA0031000 :30	:30	4/17/13	Today All Night	0			
aaa	1579550	WCNC	71426		8/24/12	2:39:10 am	PSA - AD Council/College Access	"Skate" CNLU-0043-000 :60	1:00	2/1/13	Today All Night	0			
aaa	1493591	WCNC	71278		8/24/12	2:40:10 am	PSA - The Global Fund to Fight Aids, Tuberculosis & Malaria	"The Lazarus Effect" 18265A :60	1:00	12/31/12	Today All Night	0			
aaa	1740704	WCNC	71714		8/24/12	3:44:23 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Mad Money AN with Jim Cramer	0			
aaa	1570585	WCNC	71377		8/24/12	3:45:25 am	PSA - Social Security Administration	"It's So Easy, even Kirk could do it" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			
aaa	1739564	WCNC	71709		8/24/12	3:57:50 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Mad Money AN with Jim Cramer	0			
aaa	1645882	WCNC	71537		8/24/12	3:58:20 am	PSA - The Foundation for A Better Life	"Faith In You" FZAA 1021 :60	1:00	9/1/13	Mad Money AN with Jim Cramer	0			
aaa	1591280	WCNC	71451		8/24/12	3:59:20 am	PSA - Partnership for a Drug-Free Carolinas	"Flip Book" DETP-0405 :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			



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aaa	1713439	WCNC	71679		8/25/12	4:23:24 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :60	1:00	2/28/14	1ST Look	0			\$0
aaa	1408358	WCNC	71185		8/25/12	4:24:24 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	1ST Look	0			\$0
aaa	1493814	WCNC	71293		8/25/12	4:24:54 am	PSA - Council on American-Islamic Relations	"Golden Rule" :30	:30	12/31/12	1ST Look	0			\$0
sss	525627	WCNC	70499		8/25/12	10:56:59 am	PSA FCC Children's Guidelines (477700.11.0)	FCC Children's Guidelines	:30	12/31/20	Pajanimals	0			\$95
aaa	1408358	WCNC	71185		8/26/12	12:29:37 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Whacked Out Sports	0			\$50
aaa	1696217	WCNC	71667		8/26/12	12:34:20 am	PSA - NegligentDriving.com	Don't Text and Drive :30	:29	12/31/13	Whacked Out Sports	0			\$25
aaa	1408360	WCNC	71186		8/26/12	12:34:49 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Whacked Out Sports	0			\$50
aaa	1408360	WCNC	71186		8/26/12	12:50:28 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Whacked Out Sports 2	0			\$0
aaa	1634616	WCNC	71524		8/26/12	12:57:44 am	PSA - National Guard "Defining Moments"	ZNGB1005 "Flood" North Carolina :30	:30	12/31/12	Whacked Out Sports 2	0			\$0
aaa	1750965	WCNC	71742		8/26/12	12:58:14 am	PSA - ADDA	"Own It - Shane" 1:00	1:00	12/31/13	Whacked Out Sports 2	0			\$0
aaa	1692575	WCNC	71651		8/26/12	12:59:15 am	PSA - NC Orthopaedic Association	"Sedentary" :30	:30	12/31/13	Whacked Out Sports 2	0			\$0
aaa	1713447	WCNC	71685		8/26/12	1:04:21 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :60	1:00	3/31/14	Whacked Out Sports 2	0			\$0
aaa	1681525	WCNC	71635		8/26/12	1:34:21 am	PSA - Teens Drive Smart/Bridgestone Americas Trust Fund	"My Best Friend Jake" :60	1:00	12/31/13	Paid Program 100a	0			\$300
aaa	1670468	WCNC	71566		8/26/12	1:51:28 am	PSA - Air Force Reserve	"Guiding & Protecting America" :30	:29	12/31/12	Mirror Mirror	0			\$0
aaa	1670481	WCNC	71574		8/26/12	1:51:58 am	PSA - Prostate Defense Begins At 40	"Know Your Stats" :30	:30	12/31/12	Mirror Mirror	0			\$0
aaa	1634621	WCNC	71526		8/26/12	1:52:28 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Mirror Mirror	0			\$0
aaa	1758590	WCNC	71748		8/26/12	2:03:16 am	PSA - NEADS	Canine Influenza :30	:30	12/31/13	Mirror Mirror	0			\$0
aaa	1758589	WCNC	71747		8/26/12	2:03:46 am	PSA - The Down Syndrome Research & Treatment Foundation	"I Wanna Be ..." ZMYT0322 :30	:30	12/31/13	Mirror Mirror	0			\$0

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aaa	1740736	WCNC	71721		8/26/12	2:04:16 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Mirror Mirror	0			\$0
aaa	1408358	WCNC	71185		8/26/12	2:04:46 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Mirror Mirror	0			\$0
aaa	1713427	WCNC	71674		8/26/12	2:19:14 am	PSA - Nat'l Crime Prevention Council/Counterfeits Hurt	"Premonition" :30	:30	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1713430	WCNC	71676		8/26/12	2:19:44 am	PSA - U.S. Dept. Of Homeland Security	"Self Check - Man" :30	:30	12/31/14	Dateline NBC Sunday AN	0			\$0
aaa	1535661	WCNC	71341		8/26/12	2:20:14 am	PSA - PETA	"Don't Chain Your Dog" - Alice Connor :30	:30	12/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1681535	WCNC	71640		8/26/12	2:47:27 am	PSA - AD Council/Pet Adoption	"Toys" CNPA0058000 :30	:30	10/20/12	Dateline NBC Sunday AN	0			\$0
aaa	1681501	WCNC	71623		8/26/12	2:47:57 am	PSA - AD Council/Financial Literacy	"Chase" Localized for NC CNFN0018000 :30	:30	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1681476	WCNC	71615		8/26/12	2:48:27 am	PSA - AHA Go Red For Women 2012	"Just a Little Heart Attack" w/Eliz. Banks :30	:30	12/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1740769	WCNC	71730		8/26/12	2:48:57 am	PSA - American Academy of Dermatology/Spot Skin Cancer	"Golf" :30	:31	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1740764	WCNC	71728		8/26/12	3:28:42 am	PSA - U.S. Dept. of Veterans Affairs	"Common Journey" :30	:30	12/31/13	Meet The Press AN	0			\$0
aaa	1740761	WCNC	71725		8/26/12	3:29:12 am	PSA - Arbor Day Foundation/Replanti ng Our Nat'l Forests	"Now Our Forests Depend on Us" :30	:30	12/31/12	Meet The Press AN	0			\$0
aaa	1726331	WCNC	71703		8/26/12	3:29:42 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:01	4/17/13	Meet The Press AN	0			\$0
aaa	1740699	WCNC	71712		8/26/12	3:57:42 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Meet The Press AN	0			\$0
aaa	1634615	WCNC	71523		8/26/12	3:58:43 am	PSA - National Guard "Defining Moments"	ZNGB1003 "Fire" North Carolina :30	:30	12/31/12	Meet The Press AN	0			\$0
aaa	1740763	WCNC	71727		8/27/12	2:40:35 am	PSA - U.S. Dept. of Veterans Affairs	"Common Journey" :60	1:00	12/31/13	Today All Night	0			\$40
aaa	1670456	WCNC	71564		8/27/12	2:41:35 am	PSA - Dave Thomas Foundation for Adoption	"I Am" - no text :30	:30	12/31/12	Today All Night	0			\$20
aaa	1713426	WCNC	71673		8/27/12	3:43:35 am	PSA - Nat'l Crime Prevention Council/Counterfeits Hurt	"Premonition" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$40



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# Media - Announcements and Zero Value Spot Placement Report

	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1670539	WCNC	71592		8/27/12	3:44:35 am	PSA - AD Council/Discovering Nature	"This Is A Forest" CNFT-0034-000 :15	:15	12/31/12	Mad Money AN with Jim Cramer	0			\$10
aaa	1605432	WCNC	71481		8/27/12	3:57:47 am	PSA - ONE.org	"Why Bother?" ONE110305 :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$20
aaa	1551949	WCNC	71353		8/27/12	3:58:47 am	PSA - Solar Energy Industries Assoc.	"Welcome to ... Solar Gen." WGCA1878911 :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$40
sss	525627	WCNC	70499		8/28/12	5:12:04 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	News @ 5am	0			\$102
aaa	1758590	WCNC	71748		8/28/12	2:30:36 am	PSA - NEADS	Canine Influenza :30	:30	12/31/13	Today All Night	0			\$20
aaa	1654462	WCNC	71558		8/28/12	2:31:06 am	PSA - AD Council/Project Roadblock	CNDD 8215 3 "Stretcher" :15	:15	10/22/19	Today All Night	0			\$10
aaa	1721326	WCNC	71692		8/28/12	2:44:34 am	PSA - Child Mind Institute	"Speak Up for Kids Depression" :30	:30	12/31/13	Today All Night	0			\$20
aaa	1408358	WCNC	71185		8/28/12	2:45:04 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$20
aaa	1696217	WCNC	71667		8/28/12	2:45:34 am	PSA - NegligentDriving.com	Don't Text and Drive :30	:29	12/31/13	Today All Night	0			\$10
aaa	1696201	WCNC	71665		8/28/12	3:47:20 am	PSA - South Carolina State Government	Reporting Suspected Fraudulent Activity :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$20
aaa	1740704	WCNC	71714		8/29/12	2:46:18 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Today All Night	0			\$40
aaa	1408360	WCNC	71186		8/29/12	2:47:20 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Today All Night	0			\$20
aaa	1726331	WCNC	71703		8/29/12	3:51:31 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1670520	WCNC	71583		8/30/12	2:59:58 am	PSA - AD Council/Foreclosure Prevention Assistance	"Frozen" CNMA-0049-000 :60	1:00	10/4/12	Today All Night	0			\$0
aaa	1570585	WCNC	71377		8/30/12	3:00:59 am	PSA - Social Security Administration	"It's So Easy, even Kirk could do it" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1670520	WCNC	71583		8/31/12	2:26:37 am	PSA - AD Council/Foreclosure Prevention Assistance	"Frozen" CNMA-0049-000 :60	1:00	10/4/12	Today All Night	0			\$40
aaa	1645878	WCNC	71536		8/31/12	2:27:38 am	PSA - The Foundation for A Better Life	"Peer Pressure" FZAA 1016 :30	:30	9/1/13	Today All Night	0			\$20
aaa	1561188	WCNC	71358		8/31/12	2:39:46 am	PSA - Plowshare Group/U.S. Dept. of Health & Human Svcs.	"Symptoms" ZPLW-5360H :60	1:00	12/31/12	Today All Night	0			\$40



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aaa	1591277	WCNC	71449		8/31/12	2:40:46 am	PSA - Partnership for a Drug-Free Carolinas	"Surgery" DETP-0419 :15	:15	12/31/12	Today All Night	0			\$10
aaa	1670546	WCNC	71596		8/31/12	3:45:26 am	PSA - The Foundation for A Better Life	"Locker" FZAA 1065 :15	:15	11/1/13	Mad Money AN with Jim Cramer	0			\$3,538
aaa	1713433	WCNC	71678		8/31/12	3:46:11 am	PSA - Colorectal Screening Saves Lives	"Jimmy Smits/Diane Keaton Combo" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$14,152
aaa	1692648	WCNC	71656		8/31/12	3:57:52 am	PSA - Barron Prize for Young Heroes	"Nominate A Young Hero" 2012 :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$7,076
aaa	1726332	WCNC	71704		8/31/12	3:59:07 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0005000 :30	:30	4/17/13	Mad Money AN with Jim Cramer	0			\$7,076
aaa	1570644	WCNC	71391		8/31/12	3:59:37 am	PSA - U.S. Dept. of Veterans Affairs/Suicide Prevention	"Perspectives" :15	:15	12/31/12	Mad Money AN with Jim Cramer	0			\$3,538
aaa	1692574	WCNC	71650		9/1/12	4:24:33 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	1ST Look	0			\$0
sss	525627	WCNC	70499		9/2/12	9:42:45 am	PSA FCC Children's Guidelines (477700.11.0)	FCC Children's Guidelines	:30	12/31/20	News @ 930am Su	0			\$132
aaa	1750965	WCNC	71742		9/2/12	12:54:14 am	PSA - ADDA	"Own It - Shane" 1:00	1:00	12/31/13	Whacked Out Sports 2	0			\$300
aaa	1750958	WCNC	71740		9/2/12	12:59:08 am	PSA - U.S. Marine Corps - Spring 2012	"For Country" ZJWB-A078 :60	1:00	12/31/13	Whacked Out Sports 2	0			\$300
aaa	1408358	WCNC	71185		9/2/12	1:29:38 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Paid Program 100a	0			\$350
aaa	1740769	WCNC	71730		9/2/12	1:42:38 am	PSA - American Academy of Dermatology/Spot Skin Cancer	"Golf" :30	:30	12/31/13	Mirror Mirror	0			\$0
aaa	1740761	WCNC	71725		9/2/12	1:43:08 am	PSA - Arbor Day Foundation/Replanting Our Nat'l Forests	"Now Our Forests Depend on Us" :30	:30	12/31/12	Mirror Mirror	0			\$0
aaa	1740764	WCNC	71728		9/2/12	1:43:39 am	PSA - U.S. Dept. of Veterans Affairs	"Common Journey" :30	:30	12/31/13	Mirror Mirror	0			\$0
aaa	1713449	WCNC	71686		9/2/12	1:44:09 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :30	:30	3/31/14	Mirror Mirror	0			\$0
aaa	1681548	WCNC	71649		9/2/12	1:58:33 am	PSA - LIVE FREE from housing discrimination	"Time Machine" :30	:30	12/31/13	Mirror Mirror	0			\$0
aaa	1726285	WCNC	71700		9/2/12	1:59:03 am	PSA - American Diabetes Association	"Weigh the Risks" :30	:30	12/31/13	Mirror Mirror	0			\$0
aaa	1681535	WCNC	71640		9/2/12	1:59:33 am	PSA - AD Council/Pet Adoption	"Toys" CNPA0058000 :30	:30	10/20/12	Mirror Mirror	0			\$0
aaa	1535661	WCNC	71341		9/2/12	2:19:58 am	PSA - PETA	"Don't Chain Your Dog" - Alice Connor :30	:30	12/31/12	Dateline NBC Sunday AN	0			\$0



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aaa	1692656	WCNC	71659		9/2/12	2:20:28 am	PSA - San Diego Zoo Wildlife Conservancy	"Bring Me Back" :30	:30	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1696217	WCNC	71667		9/2/12	2:20:58 am	PSA - NegligentDriving.com	Don't Text and Drive :30	:29	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1408360	WCNC	71186		9/2/12	2:21:28 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1570616	WCNC	71383		9/2/12	2:48:44 am	PSA - U.S. Administration on Aging	"Stop Health Care Fraud" :30	:30	12/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1740701	WCNC	71713		9/2/12	2:49:14 am	PSA - Serious Fun Children's Network	"Paul's Vision" :30	:30	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1740723	WCNC	71717		9/2/12	2:49:44 am	PSA - American Heart Association	"My Heart. My Life." w/Mariah Carey :30	:30	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1740736	WCNC	71721		9/2/12	3:17:33 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Meet The Press AN	0			\$0
aaa	1750893	WCNC	71733		9/2/12	3:18:04 am	PSA - AD Council/Arthritis Foundation	"James" CNAD0021000 :30	:30	10/29/12	Meet The Press AN	0			\$0
aaa	1750974	WCNC	71746		9/2/12	3:18:34 am	PSA - American Lung Association	"Air Collector" :30	:30	12/31/13	Meet The Press AN	0			\$0
aaa	1758589	WCNC	71747		9/2/12	3:19:04 am	PSA - The Down Syndrome Research & Treatment Foundation	"I Wanna Be ..." ZMYT0322 :30	:30	12/31/13	Meet The Press AN	0			\$0
aaa	1758590	WCNC	71748		9/2/12	3:57:56 am	PSA - NEADS	Canine Influenza :30	:30	12/31/13	Meet The Press AN	0			\$0
aaa	1634621	WCNC	71526		9/2/12	3:58:26 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Meet The Press AN	0			\$0
aaa	1492908	WCNC	71264		9/2/12	3:58:56 am	PSA - Volunteers of America - VOA-1001	"Talk to Your Family About Aging" (Rivers) :30	:30	7/26/15	Meet The Press AN	0			\$0
aaa	1493618	WCNC	71286		9/3/12	2:04:29 am	PSA - Nat'l Pest Mgmt. Assoc. - 18131C	"Interrogation" :30	:30	12/31/12	Last Call with Carson Daly	0			\$107
aaa	1630215	WCNC	71506		9/3/12	2:28:23 am	PSA - Veterans Crisis Line	"It's Your Call" - US Dept of Veterans Aff. :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1692648	WCNC	71656		9/3/12	2:29:23 am	PSA - Barron Prize for Young Heroes	"Nominate A Young Hero" 2012 :30	:30	12/31/12	Today All Night	0			\$0
aaa	1670472	WCNC	71567		9/3/12	2:39:23 am	PSA - Paralyzed Veterans of America	"New Beginnings for Injured Veterans" :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1578427	WCNC	71394		9/3/12	2:40:23 am	PSA - The Foundation for A Better Life	"Remember When" FZAA 0997 :60	1:00	5/1/13	Today All Night	0			\$0
aaa	1539030	WCNC	71342		9/3/12	3:45:02 am	PSA - AD Council/Big Brothers Big Sisters	"Start Something" CNBB-0022-000 :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0



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aaa	1721326	WCNC	71692		9/3/12	3:57:51 am	PSA - Child Mind Institute	"Speak Up for Kids Depression" :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1578465	WCNC	71407		9/3/12	3:58:21 am	PSA - Nat'l Credit Union Association	"Twins" :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1750897	WCNC	71737		9/3/12	3:59:21 am	PSA - AD Council/Arthritis Foundation	"Weapon" CNAD0015000 :30	:30	9/22/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1634616	WCNC	71524		9/4/12	2:32:26 am	PSA - National Guard "Defining Moments"	ZNGB1005 "Flood" North Carolina :30	:30	12/31/12	Today All Night	0			\$0
aaa	1408358	WCNC	71185		9/4/12	2:32:56 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1713440	WCNC	71680		9/4/12	2:45:36 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :30	:30	2/28/14	Today All Night	0			\$0
aaa	1696217	WCNC	71667		9/4/12	2:46:06 am	PSA - NegligentDriving.com	Don't Text and Drive :30	:29	12/31/13	Today All Night	0			\$0
aaa	1408360	WCNC	71186		9/4/12	2:46:35 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Today All Night	0			\$0
sss	525627	WCNC	70499		9/5/12	11:30:21 am	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	Charlotte Today	0			\$141
aaa	1634621	WCNC	71526		9/5/12	3:13:19 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Today All Night	0			\$0
aaa	1758590	WCNC	71748		9/5/12	3:13:49 am	PSA - NEADS	Canine Influenza :30	:30	12/31/13	Today All Night	0			\$0
aaa	1740736	WCNC	71721		9/5/12	3:26:52 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Today All Night	0			\$0
aaa	1570616	WCNC	71383		9/5/12	3:27:22 am	PSA - U.S. Administration on Aging	"Stop Health Care Fraud" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1408358	WCNC	71185		9/5/12	3:27:52 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1740704	WCNC	71714		9/6/12	2:36:52 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Today All Night	0			\$0
aaa	1740699	WCNC	71712		9/6/12	2:37:54 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1713441	WCNC	71681		9/6/12	2:50:34 am	PSA - World Wildlife Fund	"Be the Voice - Climate" :60	1:00	2/28/14	Today All Night	0			\$0
aaa	1634621	WCNC	71526		9/6/12	2:51:34 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Today All Night	0			\$0
aaa	1692574	WCNC	71650		9/6/12	3:52:23 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0



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aaa	1740704	WCNC	71714		9/7/12	1:29:22 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Late Night with Jimmy Fallon	0			\$146
aaa	1670557	WCNC	71600		9/7/12	1:30:23 am	PSA - AD Council/Hunger Prevention	"Aaron/CJ" Charlotte/CNFA-010000 0 :30	:30	12/3/12	Late Night with Jimmy Fallon	0			\$73
aaa	1670530	WCNC	71588		9/7/12	1:45:56 am	PSA - Peace Corps	"Conversations" :30	:30	12/31/12	Last Call with Carson Daly	0			\$20
aaa	1649344	WCNC	71551		9/7/12	1:52:34 am	PSA - American Society of Plastic Surgeons	"White Coat Deception" :30	:30	12/31/12	Last Call with Carson Daly	0			\$20
aaa	1654460	WCNC	71556		9/7/12	1:53:04 am	PSA - AD Council/Project Roadblock	CNDD 8315 3 "Breathalyzer" :15	:15	10/22/19	Last Call with Carson Daly	0			\$10
aaa	1713441	WCNC	71681		9/7/12	2:03:58 am	PSA - World Wildlife Fund	"Be the Voice - Climate" :60	1:00	2/28/14	Last Call with Carson Daly	0			\$40
aaa	1645935	WCNC	71543		9/7/12	2:26:27 am	PSA - Discovery Education/Explore the Blue	"Protect Our Waterways" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1713443	WCNC	71683		9/7/12	2:26:57 am	PSA - World Wildlife Fund	"Connected" :60	1:00	2/28/14	Today All Night	0			\$0
aaa	1493814	WCNC	71293		9/7/12	2:27:57 am	PSA - Council on American-Islamic Relations	"Golden Rule" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1692574	WCNC	71650		9/7/12	2:40:17 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1634621	WCNC	71526		9/7/12	2:41:17 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Today All Night	0			\$0
aaa	1726331	WCNC	71703		9/7/12	3:43:04 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1634616	WCNC	71524		9/7/12	3:44:04 am	PSA - National Guard "Defining Moments"	ZNGB1005 "Flood" North Carolina :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1713447	WCNC	71685		9/7/12	3:58:08 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :60	1:00	3/31/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1740736	WCNC	71721		9/7/12	3:59:08 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1634621	WCNC	71526		9/8/12	4:21:52 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	1ST Look	0			\$0
aaa	1740736	WCNC	71721		9/8/12	4:22:52 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	1ST Look	0			\$0
sss	525627	WCNC	70499		9/9/12	4:28:34 am	PSA FCC Children's Guidelines (477700.12.0)	FCC Children's Guidelines	:30	12/31/20	Paid Program 400a	0			\$100



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aaa	1408360	WCNC	71186		9/9/12	1:09:23 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Whacked Out Sports	0			\$470
aaa	1726331	WCNC	71703		9/9/12	1:18:18 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Whacked Out Sports	0			\$940
aaa	1408358	WCNC	71185		9/9/12	1:19:18 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Whacked Out Sports	0			\$470
aaa	1713439	WCNC	71679		9/9/12	1:24:05 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :60	1:00	2/28/14	Whacked Out Sports	0			\$940
aaa	1692574	WCNC	71650		9/9/12	1:54:05 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	Paid Program 100a	0			\$500
aaa	1768129	WCNC	71751		9/9/12	2:09:20 am	PSA - ORAL CANCER EPIDEMIC	"Blythe Danner" :60	1:00	12/31/13	Mirror Mirror	0			\$0
aaa	1670511	WCNC	71581		9/9/12	2:10:20 am	PSA - AD Council/Adoption	"Handy Dad" CNAU-0150-000 :30	:30	9/26/12	Mirror Mirror	0			\$0
aaa	1681547	WCNC	71648		9/9/12	2:23:30 am	PSA - LIVE FREE from housing discrimination	"Time Machine" :60	1:00	12/31/13	Mirror Mirror	0			\$0
aaa	1670468	WCNC	71566		9/9/12	2:24:30 am	PSA - Air Force Reserve	"Guiding & Protecting America" :30	:29	12/31/12	Mirror Mirror	0			\$0
aaa	1646046	WCNC	71549		9/9/12	2:47:41 am	PSA - FDA Public Service	"Use Medicines Wisely" :30	:30	12/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1681521	WCNC	71633		9/9/12	2:48:11 am	PSA - Teens Drive Smart/Bridgestone Americas Trust Fund	"Sleep On It" :60	1:00	12/31/13	Dateline NBC Sunday AN	0			\$0
aaa	1667107	WCNC	71561		9/9/12	3:35:30 am	PSA - AD Council/Project Roadblock	CNDD0058000 "Bar Math" :30	:30	12/14/12	Meet The Press AN	0			\$0
aaa	1681525	WCNC	71635		9/9/12	3:36:00 am	PSA - Teens Drive Smart/Bridgestone Americas Trust Fund	"My Best Friend Jake" :60	1:00	12/31/13	Meet The Press AN	0			\$0
aaa	1493938	WCNC	71295		9/9/12	3:37:01 am	PSA - World Wildlife Fund - savethetiger.org	"Tiger Is Running" :30	:30	12/31/12	Meet The Press AN	0			\$0
aaa	1561252	WCNC	71373		9/9/12	3:57:42 am	PSA - AD Council/Veteran Support	"Alone (Revised)" CNIA-0035-000 :60	1:01	10/31/12	Meet The Press AN	0			\$0
aaa	1634621	WCNC	71526		9/9/12	3:58:43 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:31	12/31/12	Meet The Press AN	0			\$0
sss	525627	WCNC	70499		9/10/12	12:38:52 pm	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	Judge Judy 3	0			\$70
aaa	1670520	WCNC	71583		9/10/12	2:27:56 am	PSA - AD Council/Foreclosure Prevention Assistance	"Frozen" CNMA-0049-000 :60	1:00	10/4/12	Today All Night	0			\$0



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	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1740704	WCNC	71714		9/10/12	2:39:14 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Today All Night	0			\$0
aaa	1492087	WCNC	71225		9/10/12	2:40:16 am	PSA - Amer. Orthopaedic Society for Sports Medicine	"In the Game of Life" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1692646	WCNC	71655		9/10/12	3:44:04 am	PSA - Barron Prize for Young Heroes	"Nominate A Young Hero" 2012 :60	:59	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1645935	WCNC	71543		9/10/12	3:57:21 am	PSA - Discovery Education/Explore the Blue	"Protect Our Waterways" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1515863	WCNC	71298		9/10/12	3:57:51 am	PSA - The Foundation for A Better Life	"Purse" FZAA 0868 :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1492906	WCNC	71263		9/10/12	3:58:51 am	PSA - Entertainment Software Rating Board	"Rating Summary" 17846C :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1670531	WCNC	71589		9/11/12	2:24:20 am	PSA - Peace Corps	"Life Is Calling" :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1713449	WCNC	71686		9/11/12	2:25:20 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :30	:30	3/31/14	Today All Night	0			\$0
aaa	1740704	WCNC	71714		9/11/12	2:39:32 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Today All Night	0			\$0
aaa	1408358	WCNC	71185		9/11/12	2:40:33 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1740699	WCNC	71712		9/11/12	3:39:47 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1408360	WCNC	71186		9/11/12	3:57:41 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1713441	WCNC	71681		9/11/12	3:58:11 am	PSA - World Wildlife Fund	"Be the Voice - Climate" :60	1:00	2/28/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1740736	WCNC	71721		9/11/12	3:59:11 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1535661	WCNC	71341		9/12/12	4:15:40 am	PSA - PETA	"Don't Chain Your Dog" - Alice Connor :30	:30	12/31/12	Early Today	0			
aaa	1408358	WCNC	71185		9/12/12	2:27:05 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1713445	WCNC	71684		9/12/12	2:27:35 am	PSA - World Wildlife Fund	"Connected" :30	:30	2/28/14	Today All Night	0			\$0
aaa	1740704	WCNC	71714		9/12/12	2:39:27 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Today All Night	0			\$0
aaa	1570616	WCNC	71383		9/12/12	2:40:29 am	PSA - U.S. Administration on Aging	"Stop Health Care Fraud" :30	:30	12/31/12	Today All Night	0			\$0



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aaa	1654464	WCNC	71560		9/12/12	3:44:28 am	PSA - AD Council/Project Roadblock	CNDD 8515 3 "Post Crash" :15	:15	10/10/19	Mad Money AN with Jim Cramer	0			\$0
aaa	1408360	WCNC	71186		9/12/12	3:45:13 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1713440	WCNC	71680		9/12/12	3:45:43 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :30	:30	2/28/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1634622	WCNC	71527		9/12/12	3:46:13 am	PSA - National Guard "Defining Moments"	ZNGB1008 "Storm" North Carolina :15	:15	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1726332	WCNC	71704		9/12/12	3:57:31 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0005000 :30	:30	4/17/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1740699	WCNC	71712		9/12/12	3:58:01 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1681532	WCNC	71637		9/12/12	3:59:01 am	PSA - AD Council/Pet Adoption	"Cell Phone" CNPA0055000 :30	:30	10/20/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1670531	WCNC	71589		9/13/12	2:40:04 am	PSA - Peace Corps	"Life Is Calling" :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1645991	WCNC	71546		9/13/12	2:41:04 am	PSA - FOR YOUR MARRIAGE	"Marriage Takes Teamwork" :30	:30	9/30/14	Today All Night	0			\$0
aaa	1591300	WCNC	71465		9/13/12	3:42:43 am	PSA - Go4Life - Nat'l Institute on Aging at NIH	"Senior-Friendly Website" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1681531	WCNC	71636		9/13/12	3:57:32 am	PSA - Girl Scouts	"This Cookie" ZPLW16030 :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1670531	WCNC	71589		9/13/12	3:58:32 am	PSA - Peace Corps	"Life Is Calling" :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1700406	WCNC	71668		9/14/12	2:27:49 am	PSA - Alex's Lemonade Stand/Fighting Childhood Cancer	"Heroes" w/actress Bailey Madison :30	:29	10/31/12	Today All Night	0			\$0
aaa	1740760	WCNC	71724		9/14/12	2:40:56 am	PSA - Arbor Day Foundation/Replanti ng Our Nat'l Forests	"Now Our Forests Depend on Us" :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1692648	WCNC	71656		9/14/12	2:41:56 am	PSA - Barron Prize for Young Heroes	"Nominate A Young Hero" 2012 :30	:30	12/31/12	Today All Night	0			\$0
aaa	1645854	WCNC	71532		9/14/12	3:45:03 am	PSA - Boys Town Nat'l Hotline	"Survival" - Teen :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1591272	WCNC	71445		9/14/12	3:57:15 am	PSA - Partnership for a Drug-Free Carolinas	"Strangers - Kitchen" DETP-0444 :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1645988	WCNC	71545		9/14/12	3:57:46 am	PSA - FOR YOUR MARRIAGE	"Marriage Takes Teamwork" :60	1:00	9/30/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1570598	WCNC	71381		9/14/12	3:58:46 am	PSA - AD Council/Hunger Prevention	"MATT/Steve" Charlotte/CNFA-0098-00 0 :30	:30	12/3/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1692574	WCNC	71650		9/15/12	4:24:32 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	1ST Look	0			\$0

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# Media - Announcements and Zero Value Spot Placement Report

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aaa	1634621	WCNC	71526		9/15/12	4:25:32 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	1ST Look	0			\$0
aaa	1408358	WCNC	71185		9/15/12	4:26:02 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	1ST Look	0			\$0
aaa	1740762	WCNC	71726		9/15/12	4:26:32 am	PSA - Arbor Day Foundation/Replanting Our Nat'l Forests	"Now Our Forests Depend on Us" :10	:10	12/31/12	1ST Look	0			\$0
aaa	1408358	WCNC	71185		9/15/12	3:59:16 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Paid Program 330a	0			\$43
aaa	1634621	WCNC	71526		9/16/12	5:57:32 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Paid Program 530a	0			\$200
sss	525627	WCNC	70499		9/16/12	3:42:27 pm	PSA FCC Children's Guidelines (477700.12.0)	FCC Children's Guidelines	:30	12/31/20	Major League Soccer US Soccer Friendly USAWNT vs Germany	0			\$133
aaa	1670478	WCNC	71572		9/16/12	12:49:44 am	PSA - U.S. Marines	"For Us All" :60	1:00	12/13/12	Panthers Gameday	0			\$1.800
aaa	1634621	WCNC	71526		9/16/12	1:05:55 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Whacked Out Sports	0			\$63
aaa	1740704	WCNC	71714		9/16/12	1:14:03 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Whacked Out Sports	0			\$127
aaa	1634616	WCNC	71524		9/16/12	1:15:04 am	PSA - National Guard "Defining Moments"	ZNGB1005 "Flood" North Carolina :30	:30	12/31/12	Whacked Out Sports	0			\$63
aaa	1740699	WCNC	71712		9/16/12	1:19:16 am	PSA - Serious Fun Children's Network	"Paul's Vision" :60	1:00	12/31/13	Whacked Out Sports	0			\$127
aaa	1597298	WCNC	71473		9/16/12	1:20:16 am	PSA - negligentdriving.com /American Beverage Institute	"Don't Text and Drive" ABI-051111 :30	:29	12/31/12	Whacked Out Sports	0			\$32
aaa	1713441	WCNC	71681		9/16/12	1:49:45 am	PSA - World Wildlife Fund	"Be the Voice - Climate" :60	1:00	2/28/14	Paid Program 100a	0			\$350
aaa	1713426	WCNC	71673		9/16/12	2:03:01 am	PSA - Nat'l Crime Prevention Council/Counterfeits Hurt	"Premonition" :60	1:00	12/31/13	Mirror Mirror	0			\$0
aaa	1740736	WCNC	71721		9/16/12	2:04:01 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Mirror Mirror	0			\$0
aaa	1739564	WCNC	71709		9/16/12	2:18:39 am	PSA - US Forest Service/AD Council	"Ember " FireAdapted.org :30	:30	11/30/12	Mirror Mirror	0			\$0
aaa	1692574	WCNC	71650		9/16/12	2:19:09 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	Mirror Mirror	0			\$0
aaa	1570598	WCNC	71381		9/16/12	2:20:09 am	PSA - AD Council/Hunger Prevention	"MATT/Steve" Charlotte/CNFA-0098-00 :30	:30	12/3/12	Mirror Mirror	0			\$0



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aaa	1713430	WCNC	71676		9/16/12	2:46:50 am	PSA - U.S. Dept. Of Homeland Security	"Self Check - Man" :30	:30	12/31/14	Dateline NBC Sunday AN	0			\$0
aaa	1408360	WCNC	71186		9/16/12	2:48:20 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1692656	WCNC	71659		9/16/12	3:31:47 am	PSA - San Diego Zoo Wildlife Conservancy	"Bring Me Back" :30	:30	12/31/13	Meet The Press AN	0			\$0
aaa	1726331	WCNC	71703		9/16/12	3:32:17 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Meet The Press AN	0			\$0
aaa	1535661	WCNC	71341		9/16/12	3:33:17 am	PSA - PETA	"Don't Chain Your Dog" - Alice Connor :30	:30	12/31/12	Meet The Press AN	0			\$0
aaa	1713447	WCNC	71685		9/16/12	3:57:52 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :60	1:00	3/31/14	Meet The Press AN	0			\$0
aaa	1681476	WCNC	71615		9/16/12	3:58:52 am	PSA - AHA Go Red For Women 2012	"Just a Little Heart Attack" w/Eliz. Banks :30	:30	12/31/12	Meet The Press AN	0			\$0
sss	525627	WCNC	70499		9/17/12	12:55:13 pm	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	Judge Judy 3	0			\$64
aaa	1713443	WCNC	71683		9/17/12	2:26:52 am	PSA - World Wildlife Fund	"Connected" :60	1:00	2/28/14	Today All Night	0			\$0
aaa	1516545	WCNC	71315		9/17/12	2:27:52 am	PSA - AD Council/Project Roadblock	"House Party" CNDD0052000 :30	:30	12/18/12	Today All Night	0			\$0
aaa	1750965	WCNC	71742		9/17/12	2:39:25 am	PSA - ADDA	"Own It - Shane" 1:00	1:00	12/31/13	Today All Night	0			\$0
aaa	1570620	WCNC	71386		9/17/12	2:40:25 am	PSA - We Can! Childhood Obesity Prevention Program	"Parents Have the Power" 11-012 :30	:30	12/31/12	Today All Night	0			\$0
aaa	1492096	WCNC	71229		9/17/12	3:45:02 am	PSA - The Way to Happiness - PSA # 7	"Seek to Live with the Truth" :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1670526	WCNC	71586		9/17/12	3:57:51 am	PSA - AD Council/Hands-Only CPR	"Sign Language" CNHO-0010-000 :30	:30	10/2/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1493591	WCNC	71278		9/17/12	3:58:21 am	PSA - The Global Fund to Fight Aids, Tuberculosis & Malaria	"The Lazarus Effect" 18265A :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1681531	WCNC	71636		9/17/12	3:59:21 am	PSA - Girl Scouts	"This Cookie" ZPLW16030 :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1634616	WCNC	71524		9/18/12	4:15:45 am	PSA - National Guard "Defining Moments"	ZNGB1005 "Flood" North Carolina :30	:30	12/31/12	Early Today	0			\$0
aaa	1570619	WCNC	71385		9/18/12	2:26:46 am	PSA - We Can! Childhood Obesity Prevention Program	"Parents Have the Power" 11-012 :60	1:00	12/31/12	Today All Night	0			\$0



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aaa	1726331	WCNC	71703		9/18/12	2:41:50 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Today All Night	0			\$0
aaa	1696217	WCNC	71667		9/18/12	2:42:50 am	PSA - NegligentDriving.co m	Don't Text and Drive :30	:29	12/31/13	Today All Night	0			\$0
aaa	1726284	WCNC	71699		9/18/12	3:40:47 am	PSA - American Diabetes Association	"Demonstration" :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1408358	WCNC	71185		9/18/12	3:41:47 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1713440	WCNC	71680		9/18/12	3:57:36 am	PSA - World Wildlife Fund	"Be the Voice - Forests" :30	:30	2/28/14	Mad Money AN with Jim Cramer	0			\$0
aaa	1750965	WCNC	71742		9/18/12	3:58:36 am	PSA - ADDA	"Own It - Shane" 1:00	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1713441	WCNC	71681		9/19/12	2:26:02 am	PSA - World Wildlife Fund	"Be the Voice - Climate" :60	1:00	2/28/14	Today All Night	0			\$0
aaa	1408358	WCNC	71185		9/19/12	2:27:02 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1726331	WCNC	71703		9/19/12	2:38:35 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Today All Night	0			\$0
aaa	1535661	WCNC	71341		9/19/12	2:39:35 am	PSA - PETA	"Don't Chain Your Dog" - Alice Connor :30	:30	12/31/12	Today All Night	0			\$0
aaa	1740704	WCNC	71714		9/19/12	3:45:19 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1670511	WCNC	71581		9/19/12	3:57:29 am	PSA - AD Council/Adoption	"Handy Dad" CNAU-0150-000 :30	:30	9/26/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1740736	WCNC	71721		9/19/12	3:57:59 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1750958	WCNC	71740		9/19/12	3:58:29 am	PSA - U.S. Marine Corps - Spring 2012	"For Country" ZJWB-A078 :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1713447	WCNC	71685		9/20/12	2:26:33 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :60	1:00	3/31/14	Today All Night	0			\$0
aaa	1740768	WCNC	71729		9/20/12	2:39:17 am	PSA - American Academy of Dermatology/Spot Skin Cancer	"Golf" :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1492898	WCNC	71259		9/20/12	2:40:17 am	PSA - US Fund for UNICEF	"Getting Closer to Zero" :30	:30	12/31/12	Today All Night	0			\$0
aaa	1670450	WCNC	71563		9/20/12	3:44:27 am	PSA - Dave Thomas Foundation for Adoption	"I Am" - no text :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1750967	WCNC	71743		9/20/12	3:57:43 am	PSA - ADDA	"Own It - Nicole" :30	:30	12/31/13	Mad Money AN with Jim Cramer	0			\$0
aaa	1681541	WCNC	71644		9/20/12	3:58:13 am	PSA - Boys Town Nat'l Hotline	"I Go" - Teen :60	1:00	12/31/13	Mad Money AN with Jim Cramer	0			\$0

# Media - Announcements and Zero Value Spot Placement Report

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aaa	1570620	WCNC	71386		9/20/12	3:59:13 am	PSA - We Can! Childhood Obesity Prevention Program	"Parents Have the Power" 11-012 :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1750916	WCNC	71739		9/21/12	4:16:13 am	PSA - AD Council/Mentoring - Big Brothers Big Sisters	"A Little Bit" CNBB0035000 :30	:31	6/19/13	Early Today	0			
aaa	1551958	WCNC	71356		9/21/12	2:14:02 pm	PSA - NC Orthopaedic Association	"Froggy" - Distracted Driving :30	:30	12/31/12	Doctors	0			\$68
aaa	1630215	WCNC	71506		9/21/12	2:23:15 pm	PSA - Veterans Crisis Line	"It's Your Call" - US Dept of Veterans Aff. :60	1:00	12/31/12	Doctors	0			\$135
aaa	1570620	WCNC	71386		9/21/12	2:24:15 pm	PSA - We Can! Childhood Obesity Prevention Program	"Parents Have the Power" 11-012 :30	:30	12/31/12	Doctors	0			\$68
aaa	1492096	WCNC	71229		9/21/12	2:32:32 pm	PSA - The Way to Happiness - PSA # 7	"Seek to Live with the Truth" :60	1:00	12/31/12	Doctors	0			\$135
aaa	1713441	WCNC	71681		9/21/12	3:40:52 pm	PSA - World Wildlife Fund	"Be the Voice - Climate" :60	1:00	2/28/14	Judge Judy 2	0			\$173
aaa	1681541	WCNC	71644		9/21/12	4:37:14 pm	PSA - Boys Town Nat'l Hotline	"I Go" - Teen :60	1:00	12/31/13	News @ 4pm	0			\$320
aaa	1578481	WCNC	71411		9/21/12	2:04:14 am	PSA - Amer. Assoc. of Orthodontists	"Play It Safe" w/Mia Hamm :30	:30	12/31/12	Last Call with Carson Daly	0			\$85
aaa	1670540	WCNC	71593		9/21/12	2:25:41 am	PSA - USO	"Portraits" :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1681533	WCNC	71638		9/21/12	2:26:41 am	PSA - AD Council/Pet Adoption	"Sand Castle" CNPA0053000 :30	:30	10/20/12	Today All Night	0			\$0
aaa	1692574	WCNC	71650		9/21/12	2:38:48 am	PSA - NC Orthopaedic Association	"Sedentary" :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1539031	WCNC	71343		9/21/12	2:39:48 am	PSA - AD Council/Big Brothers Big Sisters	"Start Something" CNBB-0023-000 :30	:30	12/31/12	Today All Night	0			\$0
aaa	1540750	WCNC	71351		9/21/12	3:44:53 am	PSA - Nat'l Coalition for Women w/Heart Disease	"Take Control" 17684B :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1646046	WCNC	71549		9/21/12	3:57:32 am	PSA - FDA Public Service	"Use Medicines Wisely" :30	:30	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1597300	WCNC	71474		9/21/12	3:58:32 am	PSA - Nat'l Assoc. of School Nurses	"Voices of Meningitis" YXAB 4215 :60	1:00	12/31/12	Mad Money AN with Jim Cramer	0			\$0
aaa	1773621	WCNC	71753		9/22/12	4:23:16 am	PSA - Spirit of Community Awards	"Make A Difference" :60	1:00	11/6/12	1ST Look	0			\$0
aaa	1773635	WCNC	71757		9/22/12	4:24:16 am	PSA - Dave Thomas Foundation for Adoption/National Adoption Day	"One Day" featuring Willie Garson :30	:30	11/16/12	1ST Look	0			\$0



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# Media - Announcements and Zero Value Spot Placement Report

	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1773618	WCNC	71752		9/22/12	4:24:46 am	PSA - America's Wireless Companies/Emerge ncy Preparedness	"Breaking the Silence" :30	:30	12/31/13	1ST Look	0			\$0
aaa	1696217	WCNC	71667		9/22/12	3:28:34 am	PSA - NegligentDriving.co m	Don't Text and Drive :30	:29	12/31/13	Paid Program 300a	0			\$15
aaa	1408358	WCNC	71185		9/22/12	3:58:33 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Paid Program 330a	0			\$43
aaa	1634621	WCNC	71526		9/22/12	3:59:19 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Paid Program 330a	0			\$43
aaa	1493814	WCNC	71293		9/23/12	4:28:34 am	PSA - Council on American-Islamic Relations	"Golden Rule" :30	:30	12/31/12	Paid Program 400a	0			\$100
aaa	1493938	WCNC	71295		9/23/12	4:29:04 am	PSA - World Wildlife Fund - savethetiger.org	"Tiger Is Running" :30	:30	12/31/12	Paid Program 400a	0			\$100
aaa	1493637	WCNC	71290		9/23/12	4:29:34 am	PSA - AD Council/Emergency Preparedness	"Cantore - Be Ready" CNHL-0034000 :15	:15	12/31/12	Paid Program 400a	0			\$50
aaa	1740762	WCNC	71726		9/23/12	4:29:49 am	PSA - Arbor Day Foundation/Replanti ng Our Nat'l Forests	"Now Our Forests Depend on Us" :10	:10	12/31/12	Paid Program 400a	0			\$33
aaa	1408358	WCNC	71185		9/23/12	5:28:34 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Paid Program 500a	0			\$100
aaa	1773621	WCNC	71753		9/23/12	7:29:08 am	PSA - Spirit of Community Awards	"Make A Difference" :60	1:00	11/6/12	News @ 7am Su	0			\$281
sss	525627	WCNC	70499		9/23/12	2:55:56 pm	PSA FCC Children's Guidelines (477700.12.0)	FCC Children's Guidelines	:30	12/31/20	Golf The Tour Championship by Coca Cola	0			\$181
aaa	1750958	WCNC	71740		9/23/12	1:12:35 am	PSA - U.S. Marine Corps - Spring 2012	"For Country" ZJWB-A078 :60	1:00	12/31/13	Panthers Gameday	0			\$1.800
aaa	1670526	WCNC	71586		9/23/12	1:20:58 am	PSA - AD Council/Hands-Only CPR	"Sign Language" CNHO-0010-000 :30	:30	10/2/12	Whacked Out Sports	0			\$63
aaa	1726331	WCNC	71703		9/23/12	1:37:15 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Whacked Out Sports	0			\$127
aaa	1681547	WCNC	71648		9/23/12	1:42:35 am	PSA - LIVE FREE from housing discrimination	"Time Machine" :60	1:00	12/31/13	Whacked Out Sports	0			\$127
aaa	1670481	WCNC	71574		9/23/12	2:13:05 am	PSA - Prostate Defense Begins At 40	"Know Your Stats" :30	:30	12/31/12	Paid Program 100a	0			\$150
aaa	1740760	WCNC	71724		9/23/12	2:25:03 am	PSA - Arbor Day Foundation/Replanti ng Our Nat'l Forests	"Now Our Forests Depend on Us" :60	1:00	12/31/12	Mirror Mirror	0			\$0
aaa	1768125	WCNC	71749		9/23/12	2:41:59 am	PSA - HABITAT FOR HUMANITY	"Why We Build" HFHI12INT60 :60	:30	12/31/12	Mirror Mirror	0			\$0



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aaa	1670475	WCNC	71569		9/23/12	2:50:33 am	PSA - U.S. Dept. of Veterans Affairs/Make The Connection	"Veterans' Voices" :60	1:00	12/31/12	Dateline NBC Sunday AN	0			\$0
aaa	1667108	WCNC	71562		9/23/12	2:51:33 am	PSA - AD Council/Project Roadblock	CNDD0059000 "Monkey In The Middle" :30	:30	12/14/12	Dateline NBC Sunday AN	0			\$0
aaa	1670559	WCNC	71601		9/23/12	3:23:57 am	PSA - AD Council/H.S. Dropout Prevention	"4 Miles" CNOG-0102000 :30	:30	9/26/12	Meet The Press AN	0			\$0
aaa	1713443	WCNC	71683		9/23/12	3:24:27 am	PSA - World Wildlife Fund	"Connected" :60	1:01	2/28/14	Meet The Press AN	0			\$0
aaa	1670534	WCNC	71591		9/23/12	3:25:28 am	PSA - American Kidney Fund	"Pair Up" :30	:31	12/31/12	Meet The Press AN	0			\$0
aaa	1740704	WCNC	71714		9/23/12	3:57:57 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Meet The Press AN	0			\$0
sss	525627	WCNC	70499		9/24/12	12:38:06 pm	PSA FCC Children's Guidelines (477700.9.0)	FCC Children's Guidelines	:30	12/31/20	Judge Judy 3	0			\$75
aaa	1773635	WCNC	71757		9/25/12	4:15:39 am	PSA - Dave Thomas Foundation for Adoption/National Adoption Day	"One Day" featuring Willie Garson :30	:30	11/16/12	Early Today	0			
aaa	1773621	WCNC	71753		9/25/12	2:24:41 am	PSA - Spirit of Community Awards	"Make A Difference" :60	1:00	11/6/12	Today All Night	0			\$0
aaa	1773635	WCNC	71757		9/25/12	2:25:41 am	PSA - Dave Thomas Foundation for Adoption/National Adoption Day	"One Day" featuring Willie Garson :30	:30	11/16/12	Today All Night	0			\$0
aaa	1726331	WCNC	71703		9/25/12	2:41:12 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Today All Night	0			\$0
aaa	1713449	WCNC	71686		9/25/12	2:42:12 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :30	:30	3/31/14	Today All Night	0			\$0
aaa	1726285	WCNC	71700		9/25/12	3:41:41 am	PSA - American Diabetes Association	"Weigh the Risks" :30	:30	12/31/13	Mad Money with Jim Cramer AN	0			\$0
aaa	1408358	WCNC	71185		9/25/12	3:42:11 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1773624	WCNC	71754		9/25/12	3:57:41 am	PSA - Spirit of Community Awards	"Make A Difference" :30	:30	11/6/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1740760	WCNC	71724		9/25/12	3:58:11 am	PSA - Arbor Day Foundation/Replanting Our Nat'l Forests	"Now Our Forests Depend on Us" :60	1:00	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1408360	WCNC	71186		9/25/12	3:59:11 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Mad Money with Jim Cramer AN	0			\$0



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aaa	1773635	WCNC	71757		9/26/12	4:15:42 am	PSA - Dave Thomas Foundation for Adoption/National Adoption Day	"One Day" featuring Willie Garson :30	:30	11/16/12	Early Today	0			
aaa	1773635	WCNC	71757		9/26/12	2:04:29 am	PSA - Dave Thomas Foundation for Adoption/National Adoption Day	"One Day" featuring Willie Garson :30	:30	11/16/12	Last Call with Carson Daly	0			\$107
aaa	1758590	WCNC	71748		9/26/12	2:25:15 am	PSA - NEADS	Canine Influenza :30	:30	12/31/13	Today All Night	0			\$0
aaa	1773621	WCNC	71753		9/26/12	2:25:45 am	PSA - Spirit of Community Awards	"Make A Difference" :60	1:00	11/6/12	Today All Night	0			\$0
aaa	1696201	WCNC	71665		9/26/12	2:26:45 am	PSA - South Carolina State Government	Reporting Suspected Fraudulent Activity :30	:30	12/31/13	Today All Night	0			\$0
aaa	1768125	WCNC	71749		9/26/12	2:39:43 am	PSA - HABITAT FOR HUMANITY	"Why We Build" HFHI12INT60 :60	:30	12/31/12	Today All Night	0			\$0
aaa	1758589	WCNC	71747		9/26/12	2:40:13 am	PSA - The Down Syndrome Research & Treatment Foundation	"I Wanna Be ..." ZMYT0322 :30	:30	12/31/13	Today All Night	0			\$0
aaa	1634621	WCNC	71526		9/26/12	3:44:39 am	PSA - National Guard "Defining Moments"	ZNGB1007 "Storm" North Carolina :30	:30	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1408360	WCNC	71186		9/26/12	3:45:09 am	PSA - NC Division of Tourism - NCT-3202B	"Dotted Line Golf" :30	:30	10/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1408358	WCNC	71185		9/26/12	3:57:48 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1740736	WCNC	71721		9/26/12	3:58:18 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1681548	WCNC	71649		9/26/12	3:58:48 am	PSA - LIVE FREE from housing discrimination	"Time Machine" :30	:30	12/31/13	Mad Money with Jim Cramer AN	0			\$0
aaa	1713449	WCNC	71686		9/26/12	3:59:18 am	PSA - HUNGRY PESTS/North Carolina	"A Lot of Mouths to Feed" :30	:30	3/31/14	Mad Money with Jim Cramer AN	0			\$0
aaa	1492898	WCNC	71259		9/27/12	2:04:13 am	PSA - US Fund for UNICEF	"Getting Closer to Zero" :30	:30	12/31/12	Last Call with Carson Daly	0			\$85
aaa	1681541	WCNC	71644		9/27/12	2:28:30 am	PSA - Boys Town Nat'l Hotline	"I Go" - Teen :60	1:00	12/31/13	Today All Night	0			\$0
aaa	1670456	WCNC	71564		9/27/12	2:29:30 am	PSA - Dave Thomas Foundation for Adoption	"I Am" - no text :30	:30	12/31/12	Today All Night	0			\$0
aaa	1578432	WCNC	71396		9/27/12	2:40:08 am	PSA - The Foundation for A Better Life	"Old Friends" FZAA 0999 :60	1:00	5/1/13	Today All Night	0			\$0

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aaa	1645861	WCNC	71535		9/27/12	2:41:08 am	PSA - Boys Town Nat'l Hotline	"One Crisis Away" - Parent :30	:30	12/31/12	Today All Night	0			\$0
aaa	1713433	WCNC	71678		9/27/12	3:40:33 am	PSA - Colorectal Screening Saves Lives	"Jimmy Smits/Diane Keaton Combo" :60	1:00	12/31/13	Mad Money with Jim Cramer AN	0			\$0
aaa	1681476	WCNC	71615		9/27/12	3:41:33 am	PSA - AHA Go Red For Women 2012	"Just a Little Heart Attack" w/Eliz. Banks :30	:30	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1539031	WCNC	71343		9/27/12	3:57:40 am	PSA - AD Council/Big Brothers Big Sisters	"Start Something" CNBB-0023-000 :30	:30	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1539030	WCNC	71342		9/27/12	3:58:40 am	PSA - AD Council/Big Brothers Big Sisters	"Start Something" CNBB-0022-000 :60	1:00	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1645882	WCNC	71537		9/28/12	1:53:48 am	PSA - The Foundation for A Better Life	"Faith In You" FZAA 1021 :60	1:00	9/1/13	Last Call with Carson Daly	0			\$300
aaa	1570619	WCNC	71385		9/28/12	2:03:59 am	PSA - We Can! Childhood Obesity Prevention Program	"Parents Have the Power" 11-012 :60	1:00	12/31/12	Last Call with Carson Daly	0			\$300
aaa	1726331	WCNC	71703		9/28/12	2:27:22 am	PSA - AD Council/GED Achievement	"Pep Talk - Multicultural" CNGA0004000 :60	1:00	4/17/13	Today All Night	0			\$0
aaa	1740701	WCNC	71713		9/28/12	2:28:22 am	PSA - Serious Fun Children's Network	"Paul's Vision" :30	:30	12/31/13	Today All Night	0			\$0
aaa	1539030	WCNC	71342		9/28/12	2:39:20 am	PSA - AD Council/Big Brothers Big Sisters	"Start Something" CNBB-0022-000 :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1645854	WCNC	71532		9/28/12	2:40:20 am	PSA - Boys Town Nat'l Hotline	"Survival" - Teen :60	1:00	12/31/12	Today All Night	0			\$0
aaa	1681547	WCNC	71648		9/28/12	3:44:07 am	PSA - LIVE FREE from housing discrimination	"Time Machine" :60	1:00	12/31/13	Mad Money with Jim Cramer AN	0			\$0
aaa	1681535	WCNC	71640		9/28/12	3:45:07 am	PSA - AD Council/Pet Adoption	"Toys" CNPA0058000 :30	:30	10/20/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1570616	WCNC	71383		9/28/12	3:57:49 am	PSA - U.S. Administration on Aging	"Stop Health Care Fraud" :30	:30	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1597300	WCNC	71474		9/28/12	3:58:49 am	PSA - Nat'l Assoc. of School Nurses	"Voices of Meningitis" YXAB 4215 :60	1:00	12/31/12	Mad Money with Jim Cramer AN	0			\$0
aaa	1750958	WCNC	71740		9/29/12	4:23:48 am	PSA - U.S. Marine Corps - Spring 2012	"For Country" ZJWB-A078 :60	1:00	12/31/13	1ST Look	0			\$0
aaa	1740704	WCNC	71714		9/29/12	4:24:48 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	1ST Look	0			\$0
aaa	1740762	WCNC	71726		9/29/12	4:25:50 am	PSA - Arbor Day Foundation/Replanti ng Our Nat'l Forests	"Now Our Forests Depend on Us" :10	:10	12/31/12	1ST Look	0			\$0
aaa	1408358	WCNC	71185		9/29/12	3:29:33 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Paid Program 300a	0			\$50



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# Media - Announcements and Zero Value Spot Placement Report

	Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
aaa	1649344	WCNC	71551		9/30/12	4:29:03 am	PSA - American Society of Plastic Surgeons	"White Coat Deception" :30	:30	12/31/12	Paid Program 400a	0			\$100
aaa	1493814	WCNC	71293		9/30/12	5:58:04 am	PSA - Council on American-Islamic Relations	"Golden Rule" :30	:30	12/31/12	Paid Program 530a	0			\$100
sss	525627	WCNC	70499		9/30/12	7:08:13 am	PSA FCC Children's Guidelines (477700.12.0)	FCC Children's Guidelines	:30	12/31/20	News @ 7am Su	0			\$148
aaa	1773635	WCNC	71757		9/30/12	7:29:20 am	PSA - Dave Thomas Foundation for Adoption/National Adoption Day	"One Day" featuring Willie Garson :30	:30	11/16/12	News @ 7am Su	0			\$148
aaa	1773618	WCNC	71752		9/30/12	7:40:32 am	PSA - America's Wireless Companies/Emergency Preparedness	"Breaking the Silence" :30	:30	12/31/13	News @ 7am Su	0			\$148
aaa	1740736	WCNC	71721		9/30/12	11:39:39 am	PSA - Deepwater Horizon Oil Spill Litigation Class Action Notice	Deepwater Horizon: Court Supervised Settlement Program :30	:30	9/30/12	Judge Judy	0			\$56
aaa	1713443	WCNC	71683		9/30/12	1:17:58 am	PSA - World Wildlife Fund	"Connected" :60	1:00	2/28/14	Whacked Out Sports	0			\$0
aaa	1692648	WCNC	71656		9/30/12	1:18:58 am	PSA - Barron Prize for Young Heroes	"Nominate A Young Hero" 2012 :30	:30	12/31/12	Whacked Out Sports	0			\$0
aaa	1713425	WCNC	71672		9/30/12	1:23:38 am	PSA - Coast Guard Foundation	WGCA1863811 "Helping Out When Times Were Tough" :60	1:00	12/31/13	Whacked Out Sports	0			\$0
aaa	1773635	WCNC	71757		9/30/12	1:54:09 am	PSA - Dave Thomas Foundation for Adoption/National Adoption Day	"One Day" featuring Willie Garson :30	:30	11/16/12	Paid Program 100a	0			\$163
aaa	1630215	WCNC	71506		9/30/12	2:08:06 am	PSA - Veterans Crisis Line	"It's Your Call" - US Dept of Veterans Aff. :60	1:00	12/31/12	Mirror Mirror	0			\$0
aaa	1773624	WCNC	71754		9/30/12	2:09:06 am	PSA - Spirit of Community Awards	"Make A Difference" :30	:30	11/6/12	Mirror Mirror	0			\$0
aaa	1740760	WCNC	71724		9/30/12	2:22:33 am	PSA - Arbor Day Foundation/Replanting Our Nat'l Forests	"Now Our Forests Depend on Us" :60	1:00	12/31/12	Mirror Mirror	0			\$0
aaa	1768125	WCNC	71749		9/30/12	2:23:33 am	PSA - HABITAT FOR HUMANITY	"Why We Build" HFHI12INT60 :60	1:00	12/31/12	Mirror Mirror	0			\$0
aaa	1726284	WCNC	71699		9/30/12	2:49:55 am	PSA - American Diabetes Association	"Demonstration" :60	1:00	12/31/13	Dateline NBC Sunday AN	0			
aaa	1750965	WCNC	71742		9/30/12	2:50:55 am	PSA - ADDA	"Own It - Shane" 1:00	1:00	12/31/13	Dateline NBC Sunday AN	0			
aaa	1740704	WCNC	71714		9/30/12	3:31:49 am	PSA - Best Friends Animal Society	"Infographic - OMG" (Spay/Neuter) :60	1:01	12/31/13	Meet The Press AN	0			\$0
aaa	1561252	WCNC	71373		9/30/12	3:57:58 am	PSA - AD Council/Veteran Support	"Alone (Revised)" CNIA-0035-000 :60	1:00	10/31/12	Meet The Press AN	0			\$0



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# Media - Announcements and Zero Value Spot Placement Report

Report pulled at 11:14:45AM on 10/26/2012

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aaa	1408358	WCNC		71185	9/30/12	3:58:58 am	PSA - NC Division of Tourism - NCT-3143B	"GPS" :30	:30	12/31/12	Meet The Press AN	0			\$0

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Report pulled at 11:14:45AM on 10/26/2012

Media Key	Station	Cart	Bar code	Air Date	Air Time	Media Description (Contract#.Line#.Revision)	ISCI	Length	Expiration Date	Program	Alt-PromoKe	Alt-ISCI	Alt-Description	AUR \$ Value
Total Number of Announcements and Zero Valued Spots: 530						AUR	Totals: \$62,105.54							